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Playing with Fashion: New ‘Phenominoes’ Pendants Feature Blind Artists’ Phenomenal Artwork on Real Dominoes

Unique fashion accessory adds a fun, playful pop of whimsy to any ensemble while serving the greater good; Stylish low-cost pendants support disabled artists seeking financial independence

SANTA CLARA, CA, May 5, 2009 – Ground-breaking Art of Possibility® Studios (www.AOPStudios.com), the only art brand exclusively representing physically disabled artists in a for-profit model, today announced it has finalized a licensing agreement with Phenominoes®, the wildly popular line of pendants featuring extraordinary works of art on real dominoes. Under the deal, Phenominoes has licensed 27 Art of Possibility Studios images created by two inspirational and talented blind painters for reproduction onto the company’s innovative domino pendants, each accompanied by color-coordinated ribbon necklace and a special clasp making the pendants interchangeable from one necklace to another. All available designs may be viewed online at http://www.aopstudios.com/store_necklaces.php.

Phenominoes’ new Art of Possibility Studios collection features artwork by two acclaimed blind painters: Art of Possibility Studios founder Ketra Oberlander, whose award-winning work has been featured on ABC-TV’s “Extreme Makeover: Home Edition,” and George Mendoza, who has been featured in the two PBS documentaries The George Mendoza Story (1989), narrated by Robert Duvall, and Vision of the Soul — The George Mendoza Story (2006).

“With these unique pendants, consumers can satisfy their desire for novel, fashion-forward accessories while simultaneously shopping their deeply held values of compassion and inclusion, in this case supporting the disabled artist community in their quest for financial self sufficiency,” notes Oberlander. “For a very modest cost people can have wearable art that’s pretty, fun and serves a greater good.”

“I’m particularly proud of this partnership with Art of Possibility Studios, which represents two inspired female small business owners, and artists, uniting to do something extraordinary through commerce,” said Sandy Parker, Phenominoes founder. “Both of our companies generate employment and income opportunity for two distinct groups in need – mine for the economically disadvantaged in need of job skills, business acumen and supplemental income, and Ketra’s for the handicapped artist community around the world hungering for a professional career and financial autonomy. This alliance underscores our mutual belief that good deeds are good business.”

This is the fourth licensing deal Art of Possibility Studios has announced in 2009. The company recently signed a licensing agreement with Westminster Fibers, Inc. (www.WestminsterFabrics.com), a premium wholesale provider of creative, original fabric designs, to develop a new fabric collection featuring Mendoza's vibrantly colored artwork to debut in October 2009 at the International Quilt Market Show in Houston, Texas. In January 2009 Art of Possibility Studios also launched its first licensed product - a collection of four bookmarks featuring fine art by disabled artists represented by the agency. The bookmarks, which marked a new era in both for-profit artwork licensing and self-reliant income opportunities for the disabled, were developed and brought to market by Trends International (www.TrendsInternational.com) - the leading publisher and manufacturer of posters, calendars, coloring activity kits and social stationery. Pure Country Weavers (www.PureCountry.com), a producer of custom cotton jacquard afghans, tapestries, wall hangings, and pillows, also now carries a 53"x53" wall tapestry of Ketra's chocolates painting humorously titled "My Future Thighs."

Kolea Baker, president of Artists of Kolea Licensing Group, has observed, "Ketra's business model embracing her own disability experience and background in art, coupled with a sincere desire to change the way people think about the handicapped, is truly inspiring. She is empowering artists to use their wonderful abilities to their greatest potential and not to fall victim to their physical challenges. Because of Ketra, capable, smart, talented handicapped artists are now considered and included as viable and valuable resources. It's about time. I look forward to watching Art of Possibility Studios become a permanent industry fixture."

Phenominoes' new Art of Possibility Studios collection currently retails for \$26.95 U.S. online at <http://aopstudios.com/store.php> and offline at select boutiques nationwide.

About Art of Possibility, LLC

Art of Possibility Studios is the only for-profit art publishing and licensing brand exclusively representing physically disabled artists whose work represents hope, opportunity and transcendence over adversity. Founded by award-winning blind painter Ketra Oberlander, the agency locates and develops art and artists who seek to share their work and experiences with others to uplift, encourage and inspire, while also earning an income. Via licensing agreements, Art of Possibility Studios' beautiful hand painted imagery is featured on luxury giftware produced by socially conscious manufacturers committed to cause oriented retail product lines. Consumers, interested business affiliates and disabled artists seeking representation may contact Art of Possibility Studios through its Web site located at www.AOPStudios.com.

About Phenominoes

Phenominoes are ART-YOU-WEAR pendants created by the careful transfer of phenomenal original and licensed art to a new canvas: the face of a real domino. While people buy a limited number of paintings in a year (or lifetime), many will continue to buy and appreciate lovely art in another form: jewelry. And, not just "any pretty painting" will do. All artwork has been carefully selected and determined to be something women will wear, have the color and design to lend itself to jewelry and current fashion, works well for our dimensions, and fit well in our family of designs. People are attracted to the art ... and then, "it's on a domino! How fun!" Our mission is to add beauty and joy to peoples' lives through positive, fun and lovely products. Showcasing art in the intimate setting adorning a woman as jewelry at nearly "eye" level means its appreciation is endless. More information may be found online at www.Phenominoes.com.

Note to Editors: High-resolution images from Phenominoes' Art of Possibility Studios collection available for download here: <http://kerncomm.com/aopphenominoes.zip>. Review samples available by request. Press Contact: Merilee Kern, Kern Communications, 858-577-0206, merilee@kerncommunications.com.

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