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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 – Art of Possibility® Studios (www.AOPStudios.com), the only art brand exclusively representing physically disabled artists for-profit, today announced the launch of its branded line of Phenominoes®, the wildly popular line of pendants featuring extraordinary works of art on real dominoes. In addition to adding a unique twist to any ensemble, this meaningful fashion accessory also helps support disabled artists in their quest to become financially self-sufficient and not depend on charity and disability benefits.

Each pendant in Phenominoes’ new 27-piece Art of Possibility Studios collection is 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.

The pendants themselves feature spectacular artwork by two inspirational, award-winning blind painters: Ketra Oberlander, Art of Possibility Studios founder 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.”

Phenominoes’ 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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