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Landscape Imagery by the Award-Winning Painter Lorna Ritz Now Available for Licensing Through Art of Possibility Studios

Pioneering art brand signs disabled painter Lorna Ritz to its roster; Acclaimed artist's dramatic landscape imagery now available for licensing to cause-conscious manufacturers that advocate, support and facilitate 'social consumerism'

SANTA CLARA, CA, June 9, 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 signed a new artist – award-winning painter Lorna Ritz – to its roster. With this addition, Art of Possibility Studios now represents six handicapped artists who, through licensing agreements with socially conscious manufacturers that understand the power of cause oriented retail product lines, seek to inspire others with their work while also earning autonomous income.

"Capturing landscapes in dramatic, passionate gesture, Lorna's work lends itself to a breadth of product categories and I've no doubt her images will resonate with manufacturers, retailers and consumers alike," notes Ketra Oberlander, founder of the Art of Possibility Studios – herself a blind artist whose award-winning paintings are also represented by the brand. "She is a valuable and welcome addition to our group rife with creative talent poised and ready to uplift people with incredible, commercially viable artwork."

"Each of my paintings represents a crystallized chunk of formal experience," notes Lorna. "I am a nature painter; the nature 'out there' synchronized with my own internal landscape. Through this affiliation with Art of Possibility Studios, I look forward to my unique view of the world adorning products and touching the lives of others far and wide."

Recurrent cancer and the damage from its treatments - surgeries, chemotherapy and radiation treatments - have resulted in Lorna's intermittent, sharp pain and limited mobility. Despite a lifetime of health obstacles, Lorna creates abstract works and stunning landscapes that have accumulated in her impressive fine art resume, including several guest critic terms at the Vermont Studio Center and thrice receiving the Pollock-Kramer Grant along with a Kittridge Fund Grant from Harvard University. Lorna also lectures and exhibits internationally.

Oberlander continues, "The various gift, housewares, social expression, décor and other products uniquely featuring Art of Possibility Studios brand imagery demonstrate our belief that good deeds are not only good business, but also good taste. While these items are certainly lauded for their physical beauty, we hope consumers also take a moment to realize the magnitude of the purchase – the dignity of earning a living as participants in society rather than relegated to dependence on society as charity cases."

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."

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 company 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 artwork is featured on consumer goods 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.

Note to Editors: High-resolution images, artist and executive interviews available by request. Press Contact: Merilee Kern, Kern Communications, 858-577-0206, merilee@kerncommunications.com.

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