

DRIPBOOK

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Welcome to Dripbook

BROOKLYN, NEW YORK, October 10, 2007 – Welcome to Dripbook, a new online portfolio and community Web site for artists. Dripbook's mission is simple — to provide artists an easy alternative to publish their work online by removing the hassle, guesswork and expense of creating professionally designed online portfolios. Secondly, Dripbook serves as a worldwide artists' directory, allowing viewers to browse among categorized portfolios.

Dripbook was launched privately in June 2007 by Alex Wright, a Brooklyn based artist and photographer, and Bo Blanton, a California web developer and digital imaging specialist. Alex too often overheard creatives, whether on photography shoots or in painters' studios, lamenting the difficulty in maintaining their web portfolios. Statements like "my designer won't return my calls" or "yeah, I have images on MySpace you can see..." are unnecessary and unfortunate, especially from professional visual creatives who depend on their online promotion. There were existing slide-show generating web sites, but nothing dynamic, professional, and progressive. Thus began Dripbook.

Dripbook was released to public Beta testing in October 2007 and since then has grown fivefold in size while remaining invitation-only. Dripbook represents artists from over 50 countries worldwide and houses more than 16,000 images in over 20 genres including photography, painting, illustration, fashion styling, hair and makeup styling, graphic design, street art, and others. Dripbook provides a community in which artists can cross-pollinate ideas and collaborate on projects. Likewise, editors, gallery owners, and other art buyers can contact artists. Dripbook maintains a very high caliber of participating artists due to its professional design, focus on portfolios over single images, and invitation-only status.

Some key features of Dripbook include:

- An easy to use interface requiring no technical skill or web design knowledge.
- A highly professional, clean design that highlights artwork and keeps all "networking" functions secondary.
- An importing engine which accepts nearly any image format.
- An Apple/Mac based batch uploader that converts, flattens, resizes, and uploads nearly any image format.
- Powerful, customizable browse features allow all viewers to survey the Dripbook community via an easy browse function and a live-updated world map. Search by genre, tag, geo-location, or any combination of them.
- Standard Dripbook accounts are free, and Premium Dripbook accounts are about \$10 per month.

Beyond the advantages of promotion and networking within Dripbook, Dripbook allows artists to export their portfolios outside of Dripbook in a number of innovative ways:

- Dripbook allows artists with Premium accounts to export their portfolios as a fully customized, professionally designed, Flash-based Web site. Each artist can choose presentation templates, fonts, colors, and settings as well as include bio and contact information.
- Dripbook allows all artists to export Flash-based "widgets" — small portfolio presentations — to social networking sites, blogs, or other Web sites.
- Dripbook allows all artists to send private portfolios directly to editors, clients or collaborators.

(more)

About Dripbook

Dripbook offers its worldwide community of professional visual artists the easiest, most stylish way to display, promote and distribute their portfolios online. Dripbook becomes a destination site for Art Directors, editors and others who are looking to hire an artist, commission work, or simply browse the best in contemporary visual art. Dripbook is the power behind innovative and functional online promotional tools, using a clean and elegant environment to showcase great visuals.

Your Art Here.

Privately-held, Dripbook was launched in June 2007 by Alex Wright, a Brooklyn-based artist and photographer, and Bo Blanton, a California-based web developer and digital imaging specialist.

www.dripbook.com

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