

CASART

E N E W S L E T T E R

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HOUSE/ART NEWS YOU CAN USE

by C. Ashley Spencer

Decorative Painting Made Easy for Interior Design.

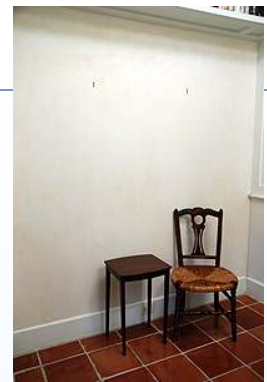
Imagine being able to change your wall color and decorative texture seasonally with no painting mess. Now you can!

- You are the first to learn about a new product line that I'm starting called casart coverings. The line will initially include two or three decorative finishes that can be custom matched to most Benjamin Moore paint colors. I will also offer a stair mural that can be customized. Additional finishes and murals will be added over time.

- The wall covering is called casart™ and will incorporate the decorative finishes and mural services that I currently provide. These finishes and murals are scanned at a high resolution, so they are true to the original, and are printed on durable Type II (15 oz), Class A, vinyl wall covering that is **repositionable, removable and reusable** -- like **slipcovers for your walls**.



- Full scale rooms, accent walls or most anything for that matter can be covered, with little prep and without any wall damage, enabling you to **transform your décor** easily.
- We hope to officially launch this October, when we should have our website, www.casartcoverings.com, up and running. If you are on our mailing list, we will send you the announcement. If you're not on our mailing list and would like to be informed, please let us know at casart@ashley-spencer.com. Please refer to the back-page survey for your feedback on what kinds of finishes you would like to see included as we expand our line.



Sample Transformation
Here is an example of casart™ in a faux-padded harlequin used to transform an existing colorwashed wall.



WHAT'S NEW

Product Reference



In the last newsletter I wrote about a possible stair mural -- an idea inspired from the [The House That Faux Built](#) book. My own version of a stair mural has been painted

and is now offered as a casart™ wall covering below and at right.



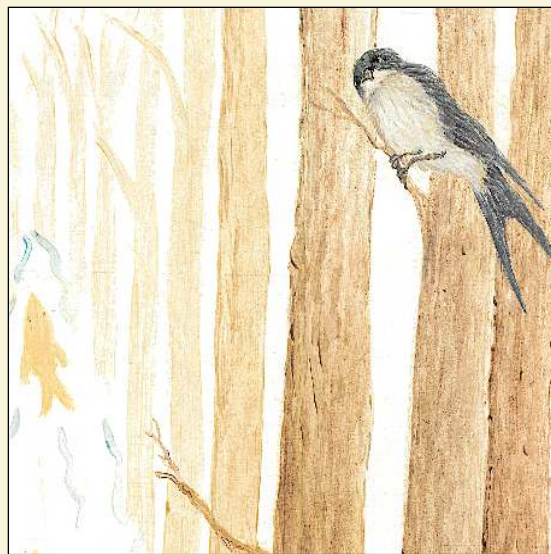
casart™

- Repositionable, Removable, Reusable
- Type II, Class A canvas-like vinyl
- Stock decorative finishes and murals
- Color matched to BM paint colors
- Custom sizes and commissions
- Durable and washable
- Slipcovers for your walls
- Easily transform your décor
- Product of casart coverings, LLC



casart™ stair mural

Can be custom sized to fit any staircase, mural elements can be manipulated, and color can be matched to most any Benjamin Moore paint color, using printer inks to work with any décor.



LATEST PROJECTS



Jefferson Houston School Public Art Mural for Kids

The mural that I painted for Jefferson Houston School for the Arts in Alexandria, VA has received Alexandria City's Beautification Award.

The 50' long mural was installed on the exterior brick wall of the playground in September 2007 and the award will be received on October 6th. If you are in the neighborhood, check it out or you can view as a slide presentation on my [Public Art](#) webpage. Note: more than 40+ hours were donated along with paint from Potomac Paints in Bradlee Shopping Center.

Strie' Restoration

I recently restored a strie' finish in a basement room that had been plastered during a flat screen TV installation. This kept the original finish that the homeowner liked by color matching the old finish and repairing the areas that had been renovated. I have added this project along with

others on my [Repair and Restoration](#) page of my website.

Art Blog

I started an art blog in February called [Art Is Everywhere](#) not necessarily to promote my work but to show how art really is involved in almost every detail of our daily lives, through the creative process and the connections we all make that can inspire art. Since I began this creative project, I have become more aware of how art enriches our lives and can be derived from the most mundane subject matter. Others have taken notice as well. I've received comments from as far away as Belgium and I've been requested to post an art contest in Maine. The digital age really opens up the world of art. I hope you'll have a chance to check it out. The link is above or it is viewable from my Profile section of my website, or just google it as one word, "ArtIsEverywhere." Posts are three times a week.

Paint Consultations

I've added [paint consultations](#) to my list of services. Here's a link to a before and after project. This service takes the fear out of getting the color wrong when doing straight painting.

Last Minute Notes

Artisans from Twig, a non-profit organization for Inova Alexandria Hospital, will be displaying their wares and talents during the [Annual Historic Old Town Homes Tour](#) on September 27th from 10am - 3pm.

Ah ha observation

- Art in advertising is getting noticed.....I had been looking for info about these [Library of Congress ads](#) since I saw them in the Metro back in May and I finally found it on their blog. Who knew they'd be so "with it." Now I can post them on my blog. Cool circle!

Mural Inspiration

Contrary to popular thought, murals do not require a lot of space. The new casart™ coverings product line allows for custom painted murals to be printed on repositionable vinyl and installed in the smallest of

places. A sheet of hand painted butterflies can be cut and used as removable and reusable art. Murals don't even need to be directly painted on a wall. They can be painted on canvas and installed. This offers the advantage of flexibility. The

artist can have the convenience of painting the canvas in the studio and the client can have the option of removing the installed work of art at a later date. Large-scale murals can be painted half-size, reproduced and printed as full size casart™.

SURVEY

Rate/Check Your Preference	1	2	3	4
Faux Padded Linen				
Stripes				

Your Feedback

Casart coverings, LLC wants to offer the designs you want, so please let us know. You can view possible images from my website of [Finishes](#) or send us your own ideas. For example, let us know if you'd like to see more patterns and what kind, stripes, mural concepts and for what uses? Casart™ can be used as reusable slip-

covers for your walls as well as for specific party themes and as keepsakes when children outgrow their nursery murals. They can also be used on cabinet door fronts as decorative inserts and on a whole host of other areas, as well as for home staging if you're trying to sell your house or you just want something new.

This eNewsletter is downloadable on my website.

C. Ashley Spencer is an artist--decorative painter, muralist and illustrator. She lives in Old Town, Alexandria, Virginia. She has been working throughout the DC metropolitan area as well as in her studio for 21 years. She can be contacted through her website: www.ashley-spencer.com.

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CASART ENEWSLETTER

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