



For immediate release  
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## JUSTART.COM.AU DISHES UP ART TO THE WORLD'S CONNOISSEURS

justart.com.au is just that. A new, online art gallery designed by an artist, for artists. Launched this week, justart.com.au opens up a global market place for its exhibiting artists who can now showcase and sell their work, in various mediums, to collectors from around the world.

Web designer, Gabrielle Cooney of justpurple.com.au, created justart.com.au to combine her love of art with internet technology in a user-friendly format that allows artists from anywhere in the world, to display their work with ease.

“This website is all about giving fellow artists the opportunity to display their ‘gift’ to a world wide audience. If it helps ‘discover’ an emerging artist or establish new markets for others, justart.com.au has succeeded.

“I am always fascinated how my work as a website designer is exposed to the world. As a regular exhibitor over the years, I have met dozens of artists who don’t have an internet presence, or indeed, the resources to publicise their work. Instead, the work in question tends to sit around in studios or sheds, never to be seen or enjoyed again. What a shame!”

Ms Cooney says her website features an interesting mixture of works for sale, for investment, corporate offices, and general people wanting to shop in their own homes without having to wander into galleries.

“With an objective of helping fellow artists to maximize returns, I have committed to taking smaller amounts of commission than most galleries. All the artists has to do is email me an image and the dimensions, medium and price they want to sell it for. It’s as easy as that.

“When a piece is purchased the artist freights it to the buyer, I will rarely see or touch any of the works (unless I have seen them exhibited locally).”

Since its launch this week, justart.com.au has completed its first transaction with a US buyer for a piece by Cairns’ indigenous artist, Arone Meeks.

“The fact that it was one of the site’s most valuable pieces on display, makes it both viable, promising and very exciting,” said Ms Cooney.

justart.com.au current listings feature a varied mixture of works from:

Mosaic artist, Dominic Johns, Dutch kinetic artist, Norman Perryman, artists, Hayley Gillespie, Marcel Varna, Caroline Mudge, Jane Bevan and Terri Cooney as well as indigenous artists - Leanne "Wanjidari" Reid, Minnie Pwerle, Peter Overs and Arone Meeks.

Ms Cooney says justart.com.au should be regarded as a public service for artists and private collectors wanting to market their work.

### ***Backgrounder - Gabrielle Cooney***

Gabrielle Cooney is a Cairns based website designer, whose business, justpurple.com.au has operated for the past six years with great success. Her websites are individually crafted to suit each client, albeit all feature Gabrielle’s knack for artistic expression - a signature style she describes as always inspiring, never boring.

As an artist, Gabrielle has been actively involved in north Queensland’s ‘art scene’ since the mid 1990’s.

Gabrielle is a CoCA (Centre of Contemporary Arts, Cairns) patron and keen supporter of ‘the arts’ in Cairns. She has designed and maintains many artists websites as well as that of north Queensland’s contemporary art collective, theupholstery.com and kickarts.org.au.

For further information, refer to [www.justpurple.com.au/portfolio.html](http://www.justpurple.com.au/portfolio.html), [www.justart.com.au](http://www.justart.com.au) or email [gabrielle@justpurple.com.au](mailto:gabrielle@justpurple.com.au) Telephone: +61 7 4058 1011.

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