



Heaven One by Paul Louis Villani, Melbourne



Camomoth by Adrian Rachele, London

# CREATIVE SPACE

An innovative website called RedBubble – launched by three Australians – is offering emerging and established artists an online forum to unleash their designs on the world

**R**ed. Think fire, passion, love. Bubble. Think imagination, and creative space. That's the basic idea behind RedBubble, an online art gallery flooded by artistic talent. It's a place to showcase a merging of passion and creativity – art.

Log on the site and you'll be inundated with intriguing images, many accompanied by a story revealing the artist's influences.

For the stars of the site, the process is simple. Create the image. Post it online. Wait for the feedback.

And it's working.

Co-founder Paul Vanzella says RedBubble, which offers emerging and established artists an online forum to unleash their designs, is here for the long haul.

And, he says, it's attracted a high standard of art from the word go.

Paul and RedBubbles' two other founders, Martin Hosking and Peter Styles, launched the website in March, and there are big plans to reach the US market.

Imagine an artistic director in New York

surfing the net, intent on finding something unique to hang on the wall.

They hit on RedBubble and all they have to do is buy what they can see.

That's the whole idea, Paul says – that there are no boundaries to sharing the art.

"The site started with zero images and within a week images were up there, and it set the tone from the start," Paul says.

"There are a few happy snaps but the majority of the work is artistic. It's not a photo-sharing site.

"The best thing is unknown artists get an opportunity to get known for their work."

Paul says the site has uncovered young, emerging artists who are showing amazing technique.

A graphic artist from 9am-5pm, he says his creative outlet was normally confined to screen space or a wall in his home. The feedback, mainly from friends, was limited. Until now.

"I'd do a few images for the love of doing them and show them to colleagues and friends," he says. "It's validating when peo-

ple (other artists) start commenting on your work."

Paul says he is "always working on something", mainly designs and photos that capture everyday life in an out-of-the-ordinary way. His style is "minimal with a bit of an edge: a spin on the everyday image".

From a business point of view, he says the site expects its sellers to be its buyers. Those displaying the art are likely to be art collectors and buy from their online peers, he explains.

RedBubble has about 8500 online members – graphic artists, painters and photographers who post their images online and, through a blog set-up, offer an insight to their creative minds.

The site has more than 5000 visitors each day, while about four million people log on the site each month.

Artworks are priced from \$25. Most framed artwork is under \$200. Artwork can be bought as framed prints, mounted prints or on T-shirts or greeting cards.

Elisa Virgona



Lara-I by Bobdollar, Brisbane

\* The artworks featured all appear online at **RedBubble**. For more details, visit [www.redbubble.com](http://www.redbubble.com)

\* This article appears courtesy of the *Herald Sun Home* magazine in Victoria.



Chilly Billy by Jo O'Brien and Helen McLean, Melbourne



Taking Love to New Heights by Keegan Wong, Perth