



THE LOVELL COLLECTION, INC.

Graphic design creates pleasing surroundings that shape the shopping experience. The opportunity to make a sale is maximized when visitors arrive an aesthetically pleasing and technically efficient store.

The Lovell Collection was designed as an e-commerce site offering original artworks and fine art prints. The website design challenge was to create a setting for fine art products in an informational framework of links, using colors which would not interfere with the unique pallet of the artist. Patriotism and the New England countryside theme are subtly included in the design. A carefully selected earth tone color (below), recedes into the background making the fine art paintings, prints and products the center of attention.



Memberships and directories help develop credibility.

The Lovell Collection logo, both rustic and sophisticated with its fine lines, shows the home-on--hill representative of New England, the inspiration for many of the client's paintings.



"Liberty Sam"

by Barbara Lovendahl



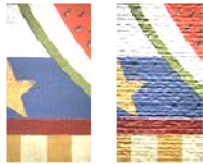
"Liberty Crows"

by Barbara Lovendahl



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Frames:



Paper and Canvas Reproductions

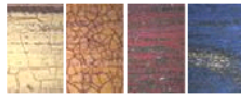
The Lovell Collection, Inc. is one of very few companies offering quality reproductions on canvas! Please visit our [Art Catalog](#) to see quality prints on both canvas and paper.

Painting enlarged (above) shows the texture of paper and canvas.

Handpainted & Handcrafted Frame Selection



Vanilla Honey Pine Burgundy Midnight



Texture Variations

Each frame has a natural variation in color and texture. Crackedled varnish, lightly painted wood and deep hues that compliment the artwork of The Lovell Collection are characteristics that make each Lovell Collection piece a beloved keepsake.



An emblem serves as a seal of authenticity

Self-Service

Interaction enhances the user experience. The web page for framing artwork (above) links to fine art prints allowing buyers to envision the print of their choice behind glass.

Complimenting Products

Sales are generated as valued traffic from affiliates filters through a shopping site. *The target market that is interested in antiques also has an interest in fine art prints and framing.*

