



## **New Virtual Gallery Launches To Change the World through Art**

*Elisa Tucci Contemporary Art has launched a new virtual art gallery with a vision to change the world through art. The new venture founded by Lisa Cooper and Joan Tucci Daidone promotes the appreciation and collection of art as a way to support the work of important contemporary artists, and as a way to enrich and heal our lives, our communities, and the world. The gallery donates 5% of sales to philanthropic organizations that help disadvantaged children, women and their families heal and grow through their experience and engagement with contemporary art.*

New York ([PRWEB](#)) April 11, 2008 -- Two marketing gurus once connected to global brands like IBM, Microsoft and Mercedes-Benz, with ties to the worlds of art and philanthropy, have launched a new "virtual art gallery" site with the belief that art can change the world.

According to founders, Lisa Cooper and Joan Daidone, "This is about the power of art to heal and transform lives. It's about helping people connect through a universal language we can all share and have access to. This is not a new form of art therapy or a new age idea."

As a response to the numbing pain of 9/11, the tragic war in Iraq, and the escalating corporate callousness that pervaded their professional lives, as well as their own personal traumas and losses, Lisa and Joan decided to leave their six-figure salaries and 401K plans behind. Instead they chose to follow their passion for art and use it as a springboard to not only change their career paths and lives, but to help make a difference in the lives of underserved children and families.

"Art opens your heart and gives you hope - it reinforces our humanity. Whether you live with great art, or create your own, art has enormous healing power", says Lisa.

The new gallery plans to represent artists who create art that makes a difference. Art that makes a lasting impression on those who experience it. "We're really not interested in the latest trends or in the "shock-and-provoke" school of art.," says Joan. "We currently promote, both emerging and established artists who believe substance and mastery of technique are as important as style. They have all created new visions, new visual languages using all different mediums, which they are sharing with the world."

ETCA pays a higher commission because they do not have the overhead of a high-priced Chelsea gallery. They also believe in giving back by donating 5% of all sales (as opposed to profits) to charitable organizations that help to heal disadvantaged (or underserved) children and their families through art.

The idea was more than a year in the making and included studio tours from New York to Miami to Los Angeles, as well as Hawaii, Guatemala and Mexico and small towns in between. Lisa and Joan also used a monthly Creative Women's Group meeting as a sounding board for some of their ideas. Elisa Tucci Contemporary Art was launched on the web and at the first Art Now Fair at New York's Thirty Thirty Boutique Hotel on March 27th.

Interest has been growing among private dealers, art consultants and interior designers. "You can't change the world overnight, but so far the response has been really exciting. Many people who walked into our recent



show were very enthusiastic, several people commented that it was like a breath of fresh air. The smiles were contagious. People really were into talking about the work. They were really engaged," say Lisa.

They know the venture will take time to get off the ground, but are confident that they will be able to bridge the divide between Business, Marketing, Art and Philanthropy.

To date Elisa Tucci Contemporary Art represents a hand-picked group of six artists including Carol Bennett from Hawaii, Elaine Galen and Rosalind Schneider from the New York City area, Debra Ramsay from Portland, Oregon and Jon DePreter from upstate New York.

They plan to sign on another 6 or 7 new artists over the next few months. Ever since they launched a few months ago, they've received hundreds of portfolio submissions from artists who want to be aligned with their mission. "But we want to keep it small and personal right now. We're not looking to become one of the art supermarkets currently popular on the web," says Joan.

What about collectors?

"They will come," Lisa and Joan chime in. "Art is no longer a luxury, it's a necessity. In this rapidly changing, disposable, impersonal society, people need art more than they need new widgets or new cars or electronic gadgets. We simply need to make it accessible to those who are a little intimidated by traditional galleries. We need to make it affordable. We need to help people see art as a way to celebrate certain milestones in their lives and as a means of creative self-expression. Art is not just for the wealthy or the elite, it's for everyone. Everyone who is trying to live in the moment, but also needs to feel a connection to the past, and hope for the future."

### [Elisa Tucci Contemporary Art](#)

Elisa Tucci Contemporary Art represents both emerging and established artists working in traditional, mixed and new media. They exhibit artists who bring a rich, diverse, multi-cultural or world perspective to their work, as well as artists who have a life-long commitment to the preservation of the natural world and primitive cultures with a deep connection to nature and our natural environment.

Artists are selected for mastery of their technique and craft, singular and unique creative vision, and commitment to their art. Lisa and Joan chose to represent work that they love, art that has the power to be transformational-- on an emotional, spiritual or intellectual level.

For further information visit [www.elisatucciart.com](http://www.elisatucciart.com) or contact:

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