

PRESS RELEASE

April 16, 2010

Contact: Scott Lucas

Tel: 208-788-5191

Email: [scott@elizabethlucascompany.com](mailto:scott@elizabethlucascompany.com)

## **Art from America**

### **Idaho Wholesale Company Brings Mixed-Media Art to High Point**

"I'm always surprised by how many people like the idea of art designed and produced here in America. People tell their friends & colleagues about us once they hear we do that."

Those are the words of Scott Lucas, co-founder of the Elizabeth Lucas Company in Sun Valley, Idaho. In business for a year now, Elizabeth Lucas (or ELC) is headed to the High Point Market for its 4<sup>th</sup> major show since opening.

They're bringing a collection of art prints and decorative pillows designed, produced and shipped from their Idaho location to their second showing at High Point.

What's interesting about their art (and what helps make each print/pillow unique) is the fact that they employ recycled materials. "For prints, we recycle cardboard from local markets," says Scott. "The ink we use is water-based. We don't use any dyes on the pillows."

One example is "The Antique Lover." A 60"x60" print, it combines vintage imagery and flower petals on a turquoise/green background. Add to that touches of aging, and you have a piece that stands out in a modern living room.

With consumers being more cost-conscious when decorating their homes these days, The Elizabeth Lucas Company has seen 10% sales increases show over show. They're anticipating a lot of attention (and questions!) from consumers and interior design firms while at High Point.

"Many customers characterize our products as 'new vintage'," says Scott. "Our pillows often show historic art with new angles and new combinations. And we have modern prints too, for people who like upcoming art trends."

The Elizabeth Lucas Company will be in IH 112 at High Point Market. Ask for Scott Lucas, Elizabeth Lucas or Cecile Jones.

Visit The Elizabeth Lucas Company online at [www.elizabethlucascompany.com](http://www.elizabethlucascompany.com).

Images may be obtained by email through PlanetMagpie, our web marketing company.  
Please email [doreyne.douglas@planetmagpie.com](mailto:doreyne.douglas@planetmagpie.com) with your request.

Please direct press inquiries to:  
The Elizabeth Lucas Company  
Scott Lucas  
Co-Founder  
Tel: 208-788-5191  
Email: [scott@elizabethlucascompany.com](mailto:scott@elizabethlucascompany.com)

###