

DREAM THE END

DTE STUDIO RE-LAUNCHES DREAM THE END, AN ONLINE OASIS OF ART AND INSPIRATION

NOVEMBER 10, 2011 -- DTE Studio announces the re-launch of its online art space DREAM THE END. The new website provides a fresh online venue for inspiring works of art including painting, drawing, photography, film, animation, music, poetry and writing. The online platform aims to gain exposure for up and coming artists and other hidden gems of works, while providing ongoing inspiration to culture seekers and art, fashion, and music insiders.

DreamTheEnd.com will feature each edition in an exciting front page with a curatorial theme and will regularly feature guest editors. Works from different mediums will coexist side by side, and while the front page of DREAM THE END will always be curated, the site's innovative random view feature will let the user explore and discover new works from the full library of DREAM THE END. Music will be an optional but large part of the site featuring exclusive mixtapes and notable single tracks for users to stream while exploring. Links to purchase music will be included to encourage artist support.

For its relaunch, DREAM THE END has partnered with international publisher Gagarin and poet laureate Mark Strand and will feature artists including Katharina Grosse, Brenda Ray, James Turrell, Bodies of Water, H.L. Hix, Arthur Russell, Alexander Calder, Thurston Moore, Yahia Lababidi, and Annette Messenger.

"With all the great talent and art in the world, I wanted to create something fresh, beautiful and timeless to draw attention to it. As an antidote to the increasingly chatter-driven online environment, I wanted the design of the site to be a uniquely distilled sensory experience. DREAM THE END is where people can see what's good and hear what's good, and not just read about it," says Melissa Jones, Creative Director of DTE Studio.

Sharing is encouraged to raise awareness for the featured artists, but no commentary will exist. It is the site's philosophy to let works speak for themselves and to maintain a respectable, clean environment. Each artist has their own page with a short biography and additional works, so that users can learn more about them. Content will be refreshed regularly and submissions will be reviewed on a rolling basis.

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ABOUT DTE STUDIO - DTE Studio is a boutique creative agency based in New York City specializing in branding, advertising and graphic design. DTE Studio was founded to offer an alternative for luxury and lifestyle brands in an ever-changing market.

ABOUT MELISSA JONES - Born and raised in Hong Kong to artist parents - her father, an Australian writer and her mother, a Chinese painter - Melissa Jones attended Rhode Island School of Design prior to moving to New York City. Melissa has had over ten years of experience as a Creative Director working with some of the most influential agencies and brands in music, publishing, luxury and fashion, including Tommy Boy Records, Karl Lagerfeld and Visionaire | V Magazine. Melissa co-founded Audika Records and co-produced Arthur Russell's Calling Out of Context. She founded DTE Studio and Dream The End in 2008.

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CONTACT - TaniaMetri@DTEStudio.com
WEBSITE - www.dreamtheend.com
TWITTER - @DreamTheEnd
FACEBOOK - www.facebook.com/dreamtheend