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WORLD RENOWNED POP ARTIST NELSON DE LA NUEZ PARTNERS WITH FREDRIX® PRINT CANVAS TO PROMOTE ARCHIVAL QUALITY FINE ART CANVAS LINE

LAWRENCEVILLE, GA (Sept. 14, 2009) -- Fredrix® Print Canvas is pleased to announce that world renowned pop artist Nelson De La Nuez has partnered with Fredrix® to promote its line of archival quality print canvas that features an inkjet receptive top coating designed for mixed media fine art applications with a digital element.

"The quality of the canvas I use to create and paint my artwork on is of utmost importance. It is for this reason that I choose Fredrix Print Canvas exclusively. I am committed to providing my collectors with a work of art that will withstand the test of time, and Fredrix has the finest archival quality canvas. Being a pop artist, my work features many very vibrant colors, as well as my trademark, "Art on the Edge," in which I create art on all sides of the canvas. I can rely on Fredrix canvas to capture the vibrancy and detail to my highest exacting standards."

Fredrix® Print Canvas will feature the artist and his works to promote the importance of choosing archival quality artist materials through national art events and cross promotions. "With the influx of imported canvas coming in from overseas, we want to make artists, publishers and collectors aware of the significant quality differences between the imported brands and our USA made Fredrix brand." states Barry Diamond, Director of Marketing for the company. "With Nelson's unique style of art and stature in the art world, it is a great platform for us to reinforce our message of relying on the archival qualities of Fredrix Print Canvas as a lasting surface for fine art."

ABOUT THE ARTIST

Nelson De La Nuez's unique blend of pop and surrealism has brought him to the forefront of the art world with galleries, museums and prestigious art collectors embracing his work and gaining him worldwide recognition. With celebrity collectors such as the late Michael Jackson, Jay Leno, Robin Williams, John Travolta, Britney Spears, Steven Spielberg and Paris Hilton, it is easy to understand why Nelson is referred to as the "artist to the stars." De La Nuez's artwork has also been featured on countless television shows, including: TMZ: "Michael Jackson's Final Art Collection Purchases", VH1: Fabulous Life of: "The Latest in Billionaire Home Décor," "Inside Edition," MTV "Cribs," HGTV "Designer's Challenge" and E! "Celebrity Favorites,"

For more information, visit www.FredrixPrintCanvas.com or call 1.800.241.8129 ext. 175
For international inquiries, call +1.770.963.5256 ext. 160

For more information about the artwork of Nelson De La Nuez, visit www.PopCultureArt.com

Fredrix® Print Canvas is based in Lawrenceville, GA and is owned by Tara Materials, Inc which also manufactures Fredrix® Artist Canvas, along with a full line of readymade frames sold as Tara® Picture Frames and Tara® Fine Frames.

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