

## **iCreated: iPhone Art Gallery by Big Stone Phone and NY Artist**

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Digital Artist David Scott Leibowitz and Andrew Stone of Big Stone Phone today released iCreated 1.0, an app that showcases art made on the iPhone with an online web gallery component. Version 1.0 offers 18 of Mr. Leibowitz's original works, created using existing iPhone apps and introducing a virtual gallery of images offered by contributing iPhone and iPod Touch artists around the world.

Albuquerque, NM / Teaneck, NJ, USA - Renowned Digital Artist and iPhone Developer release iCreated turning iPhone and iPod Touch screens into mobile art Galleries. Andrew C. Stone, CEO and Chief Computer Scientist at Stone Design Corp. has been creating enlightening software on the Mac, and NeXt platforms since 1984, offering many best selling Apps, like "Twitterlator Pro", "Gesture" and "iGraffiti" for the iTunes App Store.

Acclaimed digital artist, David Scott Leibowitz, has been exhibiting his impressionist style art in galleries across the country for over thirty years, using his web site, Leibo to promote, and exhibit his work worldwide. Since the App Store opened in 2008, new tools for creating graphics and altering photos began to appear and artists everywhere quickly began to utilize what is essentially a new computing platform.

In a joint statement, Mr. Stone and Leibowitz spoke about their collaboration to create iCreated. "Working together was incredibly synergistic! The marriage of art and science unleashes human potential and improves the quality of life."

"Like the iPod, iPhones are quickly spanning the globe, offering a new level of connectivity between artists and audiences and making the possibility of image sharing as easy and ubiquitous as music sharing."

"You've heard the phrase, There's an app for that," said Mr. Stone, "Well, now there's an app to showcase art exclusively created on the iPhone, transforming this already revolutionary device into both an artist's studio and exhibition space."

After using Stone's "Gesture" to create his art, Leibowitz approached the developer, who welcomed the concept enthusiastically. Using the internet to instantly span the miles between New York and New Mexico, Stone and Leibowitz rapidly built and tested iCreated, making it ready for Apple's approval.

Version 1.0 of iCreated, offers 18 of Mr. Leibowitz's original works, created using existing iPhone apps and introducing a virtual gallery of images offered by contributing iPhone and iPod Touch artists around the world.

Each piece of art in this virtual gallery is linked to the apps that were used to create it, giving artists and art lovers the tools to create and deliver their own iCreated. The exhibited work in the gallery is also linked to the contributing artist's web site or other personal web space, so that iPhone users can communicate with the artist and discover more of that artist's creations.

"Since people first started painting on cave walls," says Mr. Leibowitz, "art has served our basic need to express ourselves and share our experience with others. iCreated brings that impulse into the 21st century."

Minimum Requirements:  
iPhone or iPod touch 2.2.1 or later

prMac: Publish Once, Broadcast the World :: <http://prmac.com>

**Pricing and Availability:**

iCreated 1.0 is available now for a special one-week introductory price of \$0.99 (USD), over 50% off the list price of just \$1.99. Get it today at the iTunes AppStore!

**iCreated 1.0:**

<http://stone.com/created>

**iCreated Art Gallery:**

<http://stone.com/iphoneart>

**Download and Purchase:**

<http://tinyurl.com/created>

**iCreated Features:**

<http://www.stone.com/created/Features.html>

**Screenshot:**

<http://www.stone.com/created/Screenshots.html>

**Application Icon:**

<http://www.stone.com/created/images/400.png>

David Scott Leibowitz is a pioneer in the developing medium of digital art and part of a generation of artists who are redefining the boundaries of fine arts and popular culture. Having come of age during the information revolution, his work merges an appreciation for the plastic arts with an affinity for advanced computer technology. He began his artistic career with the manipulation of Polaroid SX-70 film in 1977 and has pursued the creation of new visual languages through the use of photography, videography, 3D renderings and collage using the Macintosh platform. His work, which can be viewed on his website [Leibo.net](http://Leibo.net), has been exhibited in a number of museums and galleries and has been included in the corporate collections of IBM, Philip Morris, Polaroid, and American Association for the Advancement of Science.

Stone Design is a New Mexico based software corporation founded in 1984 by Andrew Stone which has shipped over 20 titles for Mac OS X and its parent operating system, the NeXT, in the last 20 years and 10 iPhone applications including Twittelator Pro, iGraffiti, Gesture, TalkingPics, Postcards, Pulsar, MobileMix, SoundBite and now iCreated.

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