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Colorado Artist Tracy Lynn Pristas Awarded Wyoming Residency
Begins February 2019 at the historic Brush Creek Ranch in Saratoga, WY

(Denver) Artist-in-residence programs are hosted by institutions and other organizations as a professional development opportunity for artists of any ilk to extract themselves from their day-to-day life and become inspired by a new environment. Residencies provide room, board and a place to work for the duration of the program so the artist can fully engage in their craft. Littleton Painter Tracy Lynn Pristas is proud to announce that she was awarded a highly competitive residency from the Brush Creek Foundation for the arts, located at the Brush Creek Ranch in Saratoga Wyoming. Beginning late February 2019, Pristas will spend 3 weeks creating a new body of abstract landscape paintings and ethereal encaustics. Afterward, the work will be available on her newly launched e-commerce enabled website at www.painterpristas.com.

Brush Creek Foundation for The Arts is a non-profit organization offering time and space for artistic exploration to visual artists, writers, musicians and composers from all backgrounds, level of expertise, media and genres. Applications are considered by a panel of experts and artists are chosen to participate in one of two separate three-week sessions per year with only four visual artists chosen per session. Pristas will spend three weeks at the historic Brush Creek Ranch, a century old, 30,000-acre guest and working cattle ranch at the base of the Medicine Bow National Forest in Saratoga, Wyoming. When not working, she can enjoy the spectacular landscape on countless miles of trails and may encounter a diversity of wildlife who call the ranch home. A Chicago transplant who resides in the suburbs of

Denver she is thrilled for the chance to immerse herself in and become inspired by the ranch lifestyle and natural environment.

As a way to gain more control over her small business, and desire for a more contemporary selling strategy, Pristas recently transitioned her website to an e-commerce platform tailored specifically for the art business. For 20-plus years she has succeeded with the traditional model of selling her art through galleries, painting commissions and working with publishing companies. While she is still represented by brick and mortar galleries, the art industry has shifted massively in the last five years with the online art market already estimated to be growing by 20% each year.

As a highly-experienced commissioned artist who has acted in the role of residential art consultant for her own clients, Pristas desired more command and growth potential with her customers. The lead-capture tool on her new site provides this. The resilience and value of a business continuously comes from the size and scope of its customer base. In the traditional gallery-led art business model, artists are either restricted from, or have no way of contacting a collector to sell them more pieces or ask for referrals. This entire notion is at odds with the most basic principles of what allows a business to thrive.

Her new website offers a large selection of museum quality, original artwork. It features high-quality images with the ability to preview work online in a variety of room settings and wall colors to visualize size perspective and design context. Another exciting feature is the augmented reality preview tool that allows a shopper to envision the work in their very own space using a photo of the room. Original work and prints with framing options can be purchased directly online or contact the artist directly to commission a unique painting to forever cherish.

Artist Tracy Lynn Pristas creates warm, colorful, textured paintings using quality canvas and paints to achieve enduring beauty. She enjoys custom projects and has designed over 29 commissions for public and private collections including seven major hospitals in the Chicago area. She is a recipient of direct purchase awards

from both the Montana Arts Council and Colorado Creative Industries and her work has graced on-screen settings in the hit television series "Drop Dead Diva" and the movie "The Break-Up". Visit www.painterpristas.com for more information.

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