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For Immediate Release

JSD Home Interiors, Inc. Understands the Importance of Image

JSD Home Interiors Redecorates Magna, Inc.'s Upscale Manhattan Office with Hand Painted Oil Paintings from overstockArt.com

Parkland, Fla., April 20, 2010 – Interior design firm, JSD Home Interiors, Inc., is the latest in a long list of interior designers assisting businesses in redecorating their offices to put their best face forward. The Parkland, Fla.- based interior decorating firm recently turned to overstockArt.com, the leading online retailer of reproduction oil paintings, to modernize their client's, Magna, Inc., upscale Manhattan office.

Julie Devick, owner of JSD Home Interiors, purchased several oil paintings from the Internet art-dealer, "People don't realize what a big impression wall art can make on a client, or possible client," she said. "The wall art is often times the first thing people notice when they enter an office – it needs to make a lasting and positive impression."

overstockArt.com's Design Expert Dawn Kail advises her business clients to consider what message their company is trying to convey when they are purchasing wall art. She states, "Prospective clients need to have a good first impression when entering the office, because their decision to agree to a contract with a company or firm is often based on that initial reaction."

Kail suggests that a company that stands for conservative values consider an artist such as Claude Monet, the true impressionist, or Thomas Kinkade, the artist of light. Both painters have the traditional touch with breathtaking landscapes and color scheme. She recommends that young and aspiring companies consider more modern oil paintings such as Salvador Dali or Wassily Kandinsky.

Magna falls into the second category and was looking for a modern, edgy, hip look for its Manhattan office. They wanted to add a sense of flair that would set them apart from their competitors, but didn't want to pay a hefty price tag to create the look.

Devick stated, "We didn't want cheap-looking copies made from copies – the prints you see everywhere, we wanted the real deal." The design firm chose the contemporary style of Mark Rothko, the New York expressionist artist. The oversized oil paintings they purchased are located throughout the office, "These paintings are real. This is quality reproduction done by hand to emulate the quality of the original master."



JSD Home Interiors, Inc. redecorated their client's office with Mark Rothko reproductions from overstockArt.com.

"That's where the appeal is and where we separate ourselves from everyone else," Kail said. "We give customers the real thing, not just a print that came out of a computer somewhere. I think it shows an element of class and style – these works of art never get old to look at and they never will."

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About overstockArt.com:

[overstockArt.com](http://www.overstockArt.com) is the Web's leading distributors of art reproduction oil paintings, with over 100,000 wall décor combinations to choose from. In business since 2002, the company provides decorating assistance, custom framing and commercial wall decorating services. With an inventory of over 60,000 paintings in stock at all times, order wait is minimal. For more information, visit <http://www.overstockArt.com>.

About JSD Home Interiors, Inc.:

Julie Devick is a well respected interior decorator. Since 2007, Julie has been specializing in residential, condominium and commercial decorating. Her notable skill in conceptual design has earned her a reputation as one of South Florida's most talented interior decorators.

Julie's passion for interior decorating is reflected in the beautiful surroundings that she creates. An ability to collaborate with architects, contractors, and her clients have earned Julie a well deserved reputation as a true professional.