

**bored™**

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## **Bored with culture? Get culture with BORED.**

COLUMBUS, OHIO—A page without inspiration is... blank. But where does inspiration come from? Bored Creative Company believes it comes from building a culture of creativity around young artists, starting with their truest ally and sometimes fiercest adversary—the sketchbook.

Bored's collection of limited-edition sketchbooks offers artists a truly unique and stylish way to express themselves. Each 5.5" x 8.5" book features cover art by one of five extraordinary artists, from local gallery staple Andrew Lundberg to New York designer Mari Sheibley. Screen-printed in limited runs of only 100, each book truly *is* art. In parallel with the company's launch comes a new web site. Besides serving as a storefront for Bored sketchbooks, boredcreative.com also gives artists a free "museum" to showcase their artwork, and a trove of free graphic images they're encouraged to download and manipulate in any way they can imagine.

Bored was created by designer Gabe Shultz, graduate of the Columbus College of Art & Design and lifelong resident of Columbus. His vision is to "make art accessible in a way that gives pride to young artists, and is above all useful. We want to inspire and incubate creativity in every brain."

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