

bored™

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BORED makes fine art useful!

COLUMBUS, OHIO—Forget the gallery. Bored Sketchbooks prove fine art belongs in the palm of your hand.

With the launch of its *Leimgruber Superspecial Edition*, Bored has created a product that's more than just beautiful, each book actually *is* art.

Columbus artist Jason Leimgruber created 4 giant-sized, original paintings, which Bored cut into 50 pieces—each piece becoming the cover of an absolutely unique sketchbook.

The price of \$19.99 may seem easy for an original, signed piece of art, but it fits perfectly into Bored's philosophy of making art approachable and useful. And for the first time, shoppers on the Bored web site can choose their favorite, and receive that exact piece in the mail days later.

"Jason is a fantastic collaborator with a passion for new ideas," said founder Gabe Shultz. "So the project just clicked. Everyone loves the books, and we couldn't be happier with the result."

The new sketchbooks can be found at www.boredsketchbooks.com.

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'bored.[™]

White on Black sketchbook



'bored.[™]

White on White sketchbook

