
Eli Wilner & Company Launches World-Class Photo Framing App for the iPhone and iPad

Eli Wilner & Company, the world famous framing company, has developed "eWilner Frames", an iPhone and iPad app that offers over 100 of his greatest frames that have been digitized for use on digital photos.

New York, NY (prHWY.com) August 23, 2010 - The White House, The Metropolitan Museum of Art, The Smithsonian American Art Museum, Christie's and Sotheby's Auction Houses. These are some of the most prestigious art institutions in the world and they all include an Eli Wilner masterpiece.

Now you can turn digital photos into masterpieces too with the "eWilner Frames" framing app.

Eli Wilner & Company, has developed "eWilner Frames", an iPhone and iPad app that offers over 100 of his greatest frames for use on digital photos. Pick from digital antique to modern frames then frame, share, print or display.

This simple to use application allows users to take a photo, pick from over 100 world-class digital frames (and each frames comes in 3 different widths), adjust the photo in the frame and save. You can now send the framed photo masterpieces by email, or upload to Facebook, Flickr, or Twitter or any other site.

Eli Wilner frames have been called "The most beautiful frames in the world." by a major Art Museum Director in NYC and Steve Jobs said "Nice Job!" in regards to the new app design.

"There is an incredible degree of creativity which will engage photographers of all ages," said Eli Wilner. "I wanted the opportunity to share my appreciation for the beauty and history of this world-class framing collection with the rest of the world."

Photographers, art collectors, hobbyists, Moms, Dads, Grandparents, teachers and budding artists have all commented that eWilner Frames is the #1 framing application. You can try "eWilner Frames" free from the iPhone App Store

iPhone Link: <http://itunes.apple.com/us/app/photoframes-by-eli-wilner/id376362154?mt=8>

iPad Link: <http://itunes.apple.com/us/app/photo-frames-hd-by-eli-wilner/id380921140?mt=8>

Eli Wilner & Company antique frames cost over \$150,000... Now you can use these digitized world-class frames on your photos for just pennies with "eWilner Frames".

The Droid Version of eWilner Frames will be introduced in September and a new online framing version will launch in October.

About Eli Wilner & Company

Eli Wilner is a master framer and the owner of Eli Wilner & Company, a world-renowned atelier composed of a

team of thirty highly skilled artisans, including 15 frame conservators, and has completed over 10,000 custom framing projects to date. When institutions and collectors want to ensure that a stunning work of art is properly framed to both magnify its beauty and be true to the artist's intent, they go to Eli Wilner. Using the choicest woods and finishes, he creates frames true to history and the context in which a painting was made.

Recognized as the foremost American authority on period framing and founded in 1983, Eli Wilner & Company specializes in American and European frames from the 17th-through mid-20th centuries. Clients include fine art collectors, major art and historical institutions as well as The White House, where he has created 28 frames for its collection.

With a true gift for pairing a specific work of art with its proper frame, Eli Wilner takes pride in each project. Every frame is handcrafted to not only reflect the time in which the painting was created, but also to best reflect the framing choices known to be made by the artists themselves.

Most recently, he has created a hand-carved and gilded recreation of the lost original frame for Washington Crossing the Delaware by Emmanuel Leutze. This frame will be the focal point of the renovated American Wing at The Metropolitan Museum, and is slated to be unveiled at the opening in January, 2012. This unprecedented undertaking is one of the most complex restoration and reframing projects in the history of the museum.

The 3,000lb gilded frame's opening size is over 18 x 24 feet, and is surmounted by an elaborate carved construction, twelve feet across, displaying an eagle, flags, pikes, a banner and other regalia.

In addition, Eli has been influential in helping achieve some of the record sales prices at both Christie's and Sotheby's Auction Houses over the past two decades including the Picasso that recently sold for \$106 million.

Eli Wilner's uncanny ability to get inside the artist's mind, see the work through their eyes and feel the sensibility of the era is what truly sets him apart from everyone else. To own an Eli Wilner frame is to own a masterpiece in itself.

Eli Wilner & Company is located at 1525 York Avenue in New York City.

About The Zagoren Collective - Global Brand Marketing, Advertising, and Web Programs

The Zagoren Collective is the global collaborative business development and marketing solution. We have hundreds of the world's finest development executives, Creative Directors, copywriters, web designers, strategic planners and business thinkers located throughout the world. Our global teams of savvy brand building professionals are all connected through the highest level of internet technology, video conferencing, cloud computing and shared thinking which are all implemented in order to provide you with the highest quality product and ensure the greatest return on your marketing investment.

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