

press releases

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SPECK REPAINTS THE CREATIVE CANVAS WITH FOUR NEW ADDITIONS TO THE FITTED 'ARTSPROJEKT' CASE LINE

-- AVAILABLE EXCLUSIVELY AT APPLE STORES --

PALO ALTO, CA — March 16, 2010 – Four new limited-edition Fitted Artsprojekt cases are now available exclusively on Apple Store shelves, simultaneously bringing original designs and protective fabric-wrapped comfort to art-loving iPhone owners everywhere. Created by select members of Artsprojekt's burgeoning international syndicate of artists, these creative cases offer original and authentically crafted artwork in an expanding array of head-turning motifs. For images, please visit <http://www.speckproducts.com/content/speck-artsprojekt-fitted-for-apple-retail>.



"At one time, art was only something you looked at on your wall or saw in magazines," said Irene Baran, CEO of Speck. "Today, artwork can be a functional and inspirational part of your life and that's at the heart of our collaboration with Artsprojekt on these cases."



From brightly colored "Waves" and cute "Campsite" by Montreal-based Eve Duhamel to pleasingly patterned "Bosque" by Buenos Aires duo Yo Amo La Leche and enchanting "Chemical Girl" by Caia Coopman of Oceanside, California, these designs match a fresh, young visual perspective to some of the world's hippest portable technology. All are all carefully printed on soft but durable fabric, which is then fused to Speck's road-tested Fitted two-piece snap-together hard shell design. The upholstery-style exterior increases in-hand ease while helping to secure iPhones when set down on surfaces.



“Artsprojekt’s Global Creative Network and Speck’s dynamite product designers have formed an ever-evolving collection to supply fans and retailers with an overflowing well of fresh designs,” shared Andy Howell, artist and founder of Artsprojekt. “We are driven by innovation, collaboration, and inspiration, so it’s natural for our collaboration with Speck to land in an elite retailer like Apple.”



These awesome new Fitted Artsprojekt edition designs, as well as previously released editions for the iPhone 3G and 3GS, are available now exclusively at Apple Stores for a MSRP of \$39.95.

For more information about the Fitted ‘Artsprojekt’ for the iPhone 3G and 3GS, please visit <http://www.speckproducts.com/products/fitted-artsprojekt/iphone-3g-iphone-3gs/211>.