

## For Immediate Release

### ELMONT GLASS CO., INC. PARTNERS WITH DIGITAL MEDIA ARTIST LAURENCE GARTEL

*"Summer Splash With Glass: A Marriage Made in Technological Heaven Where Art Meets Architectural Glass..."*

**Elmont, NY – June 23, 2010** With more than 60 years of experience as a leader in cutting edge glass technology, Elmont Glass has partnered with Laurence Gartel, the "FATHER" of Digital Media Art. Gartel is recognized as the man who revolutionized digital art before the introduction of the personal computer.

"Elmont Glass has a vision to do the unexpected—to create innovative design solutions," says Elmont Glass CEO Glen Greenberg. "Clients such as the John Lennon Educational Tour Bus, and the New York Architectural Community come to us because we provide an aesthetic and a service that is rare and often can not be found elsewhere. Partnering with Gartel is clearly a perfect fit considering both parties enthusiasm and passion for design and function."

GARTEL is world-renowned artist, and taught Andy Warhol how to use the Amiga Computer when Warhol was commissioned to produce the Debbie Harry (Blondie) album cover. Gartel was the first artist to have his digital work on the cover of Forbes Magazine. His ABSOLUT GARTEL ad for Absolut Vodka was the first digital image ever created for the campaign which ran for more than 10 years. It graced the pages of such publications as "Art-In-America," "Art and Auction," "Art & Antiques," "WIRED," "New York Magazine" and many others. His work has been exhibited at the Museum of Modern Art, PS1, the Joan Whitney Payson Museum, in the collections of the Smithsonian Institution's Museum of American History, Bibliotheque nationale de France, and the Victoria and Albert (V&A) Museum, London.

"Partnering with GARTEL on design solutions opens up even more possibilities," Greenberg stated. "We can apply his art to public displays, buildings, wall treatments, doors, overhangs, flooring, back splashes, room dividers, plant treatments... anything. The possibilities are endless, and we are pleased to be associated."

Come visit us at ArtHamptons in July: [www.ArtHamptons.com](http://www.ArtHamptons.com)

### About Elmont Glass Co., Inc.

Elmont Glass provides quality service for not only the design and fabrication of glass and metals, but also for the installation and servicing of finished products. The company stands behind all of its products and services and provides unsurpassed customer satisfaction. Products offered include our state-of-the-art Liquid Crystal Switchable Privacy Glass, Variable Tint Glass, Radiant Heat Glass, Switchable Mirror. Combined with our ability to infuse additional materials including plastic and metals, Elmont Glass is a leading specialty boutique and custom technology firm able to rival mega Fortune 500 companies. Please visit [www.ElmontGlass.com](http://www.ElmontGlass.com) for more information.

### Media & Sales Contact:

Elmont Glass Co., Inc.

Tel: 1-516-248-8860

Email: [Glen@ElmontGlass.com](mailto:Glen@ElmontGlass.com)