



EphemeraNow, the Retro Image Archive, Announces an Expanded Selection of 1950s Automotive and Pop-Culture Prints

Struck on French mould-made art paper, EphemeraNow's large-format fine-art prints (up to five feet wide by 24 inches deep) from the tailfin era are the ideal present for the car collector, auto aficionado or sensitive, beret-wearing aesthete on your gift list. Prices range from \$15 to \$135, with worldwide shipping available.

([PRWEB](#)) November 30, 2005 -- The 1958 Edsel may never have looked so good as it does rolled up under a Christmas tree in 2005! EphemeraNow.com, the Retro Image Archive, is happy to announce an expanded lineup of car- and pop-culture-themed prints for the holidays.

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Made from a variety of archival source materials -- vintage sales catalogs, press release photos and studio negatives -- EphemeraNow automotive and pop-culture prints are dazzlingly vivid artifacts from the golden age of commercial illustration. Recent clients for our prints and high-resolution illustrations include Discovery Communications, the Wall Street Journal and John F. Kennedy Presidential Library.

As the Christian Science Monitor put it in a recent review, "it's a safe bet that works from the EphemeraNow school would draw large crowds to a brick-and-mortar institution."

Visit <http://www.ephemeranow.com> or <http://www.ephemeranow.com/prints/>

About EphemeraNow.com

Since 1999 EphemeraNow.com has, in the words of founder David Hall, "provided an estimated 38 million hours of diversion for office drones trapped like rats (or would that be sheep?) in their cubicles." Its virtually unpronounceable name (e-FEM-a-ruh NOW) refers to printed materials -- advertising circulars, sales brochures, press releases -- that were usually thrown away after they were read. Believing that mid-century commercial illustration will eventually be viewed as on a par with the works of Picasso or Degas, EphemeraNow, based in Fairfax, Virginia, has rescued these illustrations from the shredder and preserved them for future generations to admire, with online biographies of dozens of artists including William Campbell (Autocar trucks), Philip Dormont (Arrow shirts) and Frederick Siebel (Textron pajamas). For fans of old magazine ads as well as pop-culture mavens in general, EphemeraNow.com is, in the words of German portal Raum.net, "an aesthetic eye pasture!"

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Online Web 2.0 Version

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