



*Ann
Ranlett, SSA*

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NEWCASTLE ARTIST'S WORK FEATURED ON CARS IN JAPAN

"Boston Style", Ann Ranlett's scratchboard drawing of a Boston Terrier, is now available on special edition Suzuki "Alto" cars in Japan. Her drawing is re-created as one of a series of optional decals for application on the tailgate of the mini hatchback.

The creative producer of Hakuhodo, Inc., Japan's oldest advertising and marketing firm, contacted Ann in April of 2015 after Hakuhodo's creative designer found Ann's artwork on the internet. They were looking for animal illustrations and felt that her piece was "fitting & appealing to the target audience (females in their 20's-30's)." Fortunately, Ann still had the original drawing so that she was able to scan it at very high resolution for enlargement and printing as a decal.

Ranlett says, "It was a surprise to receive the initial e-mail inquiring about the use of this art; at first I wasn't sure it was legitimate, since I've received a number of e-mail inquiries about my art that were anything but legit." Ann conducted some research, replied to that first e-mail, and received a favorable response. Negotiations ensued and all turned out well. Now, after a number of months, she is thrilled to be able to share this project. While being paid for the use of her art is nice, of course, she is equally excited to know that her art will be on cars driving around in Japan! Ann quipped, "I have a Facebook friend who lives in Japan and I've asked him to be on the lookout for a "Boston Terrier car" and to send a photo to me if he sees one."

Ann is a Signature member (SSA) of the International Society of Scratchboard Artists and an associate member of the Society of Animal Artists. See her work on her web site: *ScratchboardArtByAnn.com* or her Facebook page: *AnnRanlettsArt* You may also find her work locally at the Auburn Old Town Gallery.

*Attachments: RanlettAlto.pdf - see the "Dog" option
 RanlettBostonStyle.jpg*

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