

ReachingIntoHeaven.com

Background:

Sheri Gundry is an award winning multi-media visual artist and mentor specializing in a variety of painting and drawing mediums. She needed a home base where she could share her paintings and classes with the community.

Sheri wanted a simple, visually appealing design that gave her work the opportunity to shine as the primary focus. A sunflower was also to be made a prominent part of the design.

Challenge:

The site needed to deliver an engaging user experience, especially when viewing the amazing paintings in the galleries. It was also important that the entire site could be updated by Sheri herself (a self-proclaimed non-technical person).

Solution:

Analyzing the requirements, Zeccio's team came up with a beautiful design using earthy colours that complimented the sunflower and allowed the beauty of the paintings to stand out as the primary focus.

The gallery plays on your curiosity by showing only a small piece of each painting – encouraging you to seek out more. When you place your mouse over any of the thumbnails, the entire painting is revealed. This allows you to view the works of an entire gallery quickly and seamlessly. After finding a painting you love, you can click on it to learn more about its story and if it is available for sale.

The truly innovative part of this gallery happens behind the scenes. All Sheri needs to do is upload the full-size picture and fill in the description. From there the magic happens. Our application will watermark, resize, crop, save, and immediately add it to the appropriate gallery for the entire world to enjoy.

Sheri has similar control over all her artist profiles, news, events, media, and blog sections. In fact, the blog is a fully-functioning client-controlled site all to itself. We include the highlights on the homepage, but there's much more to be found at the Reaching into Heaven blog.

Results:

Sheri's site has been enjoyed from over 20 countries throughout the world including Canada, United States, Australia, the UK, and Germany. It has let Sheri make new connections in her industry, sell more paintings, draw people to galleries, and gain lucrative contracts.