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Karen Rossi and New Creative Enterprises Partner to Debut Novel Decorative Accessories at 2003 Gift Shows *Colorful Garden-Theme Art Uses Nature's Elements to Engage and Delight*

WINDSOR LOCKS, Conn. – The magic and mysticism of rain, earth, sun and wind form the essence of an exciting new Karen Rossi® gift line unveiled by New Creative Enterprises Inc. (NCE), Milford, Ohio, at the New York Gift Show, February 2-6, 2003.

Entitled *Karen Rossi Garden*, the line was initially introduced at The Gift Fair, Georgia Congress Center, Atlanta, January 10-13, 2003, and encompasses a variety of distinctive cast resin and metal pieces appropriate for indoor and outdoor use: stepping stones, bell chimes, sun catchers, lanterns, tabletop chimes and votive stands, as well as a weather vane, sundial, thermometer, and birdhouse. All are adorned with one of four winsome characters – Iris (rain), Terra (earth), Soleil (sun) and Aura (wind) – specifically wrought by Rossi to “capture the spirit and poetry of nature’s positive forces.

“In creating this series, I began by researching the mythological heritage of key elements within nature... elements responsible for perpetuating our planet’s life cycles,” she explained. “Then I translated the esoteric values inherent in those forces into a visual medium I felt honored what each element brings to the world.

“For example, the ancient Greeks worshipped Iris as the goddess of the rainbow; Iris’ psyche was emblematic of promise, light, pride and bravery. I’ve creatively adapted the Greek interpretation to also make her the goddess of rain. Hence, she is now a creature who shines during and after the rain, and evinces her duality via the brilliantly colored rainbow on her dress and a golden pitcher, which spills the magical colored prisms of raindrops to make the flowers bloom.”

She continued, “Because Mother Nature wears many faces, it was important that each character have its own story and unique look, and be adaptable to any interior or exterior décor.”

Noting *Karen Rossi Garden* is the first of several gift lines to be developed by Rossi and NCE, NCE president, Mark Schoenwald, said, “Karen’s amazing ability to fuel the imagination and delight the eye through her whimsical, narrative art appeals to a wide cross-section of the population.

“She is a great addition to our team of celebrity licensed artists, and we are very pleased she has chosen NCE to feature her art. We look forward to collaborating with her on many additional gift lines in the short and long term.”

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Karen Rossi is the founder and owner of Rossi Studios, Windsor Locks, Conn. She is recognized worldwide for her charming, highly original portraits and metal sculptures of people, places and lifestyles, which can be found in more than 100 galleries in the United States, Europe, Japan, Hong Kong, Singapore, Thailand and the Caribbean, et al, as well as in numerous private and public collections. Collectors of her work run the gamut from the White House, Mayo Clinic and *The Baltimore Sun* to Ernest and Tova Borgnine, Lucy Arnez, and Howie Mandell.

In addition, Rossi holds licensing agreements with Silvestri (decorative home accents, jewelry, chimes, etc.) and Bernina (embroidery sewing cards), with several new contracts pending. Key accounts include Bloomingdale's, Dayton Hudson, Harrods, Horchow, Celebration Fantastic, Macy's, Art Elements and Jacobsen's.

For information on the Karen Rossi Collector's Society, visit www.karenrossi.com and click on the Fan Club icon.

New Creative Enterprises Inc. (www.ncegifts.com) is a leading designer, importer and distributor of decorative accessories for indoor and outdoor use. Included among its most popular product lines are decorative flags and hand painted garden giftware – including birdhouses, wind chimes and lawn ornaments. The company sells its products through thousands of independent retailers, primarily in the U.S.

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Karen Rossi is a registered trademark of Karen Rossi, LLC.

Karen Rossi product images are available upon request. Please specify digital format and size.



KAREN ROSSI GARDEN

Available to ship 5/1/03

karen rossi garden



36001-3-750
Wind Stepping Stone
12"W x 10.5"H
Resin



36002-3-750
Sun Stepping Stone
13.5"W x 11.5"H
Resin



36003-3-750
Rain Stepping Stone
13"W x 11"H
Resin



36004-3-750
Earth Stepping Stone
12.5"W x 11.5"H
Resin

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