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## FOR IMMEDIATE RELEASE

**Cellfish.com Unveils the First Mobile-Generated Collective Artwork at New York Fusion Painting Workshop.** *Cellfish Media provides a group of international fusion painters an innovative tool to express themselves collectively.*

(NEW YORK, NY, July 7 2007) – [Cellfish.com](http://cellfish.com), the online mobile entertainment portal, announces that it partnered with an International Art Workshop, led by teaching artists Olivier di Pizio and Gonzalo Belmonte of the Ateliers des Beaux-Arts de la Ville de Paris, to create the first ever mobile generated collective artwork, on its Fusion Art channel (<http://fusionart.cellfish.com>).

The workshop will bring together twenty French and American painters to create a provocative experience through art collaboration. Di Pizio and Belmonte have applied this unusual collective approach to studio work for over fifteen years, creating work based on exchange and fusion. Each participating artist provides ephemera from his or her own life— photographs, documents, and other items of personal significance – and use these as a part of the sharing and creation process.

For the first time, these artists will also be using camera phones to populate a collective media blog on Cellfish.com in real time. Internet users will be able to access this intimate look at the workshop on Cellfish.com, as well as receive the artists’ creations instantaneously on their cell phones if they click on the “subscribe for free” button. The collective digital creation will then be displayed during the exhibition July 16 – 27 at the FIAF Gallery in New York. .

“We wanted to offer Cellfish.com to the most innovative of all audiences – artists – to see how they leverage our technology to create new forms of expression and communication”, said Fabrice Sergent, CEO of Cellfish Media. “Their work will provide internet users with a first glimpse at what we believe will become the ultimate tool for instantaneous collective expression”.

Cellfish Media, a pioneer and leader in original mobile content creation and distribution in Europe and North America, said it envisions applying this new digital experience to larger scale projects such as festivals, concerts, public displays or fashion shows.

### **About the Exhibition**

Monday, July 16- Friday, July 27; Free and open to the public.  
FIAF Gallery; (French Institute Alliance Française) 22 East 60th Street  
Gallery Hours: Monday-Thursday 11am-6pm ; Friday 11am-4pm

(To arrange a press visit to the workshop taking place July 9- 13, call Mark Rizzo FIAF Press Director at 646-388-6677.)

### **About Cellfish Media**

Cellfish Media creates and publishes original brands, such as Barrio Mobile, BlingGames and the widely acclaimed BlingTones, the world’s first wireless record label. It also distributes third-party content for mobile phones, including ringtones, wallpapers, videos, animations, games and applications, partnering with today’s biggest names in entertainment. Cellfish Media benefits from best-of-breed, proprietary platforms to deliver content to more than 350 million consumers through its direct-to-consumer channels, as well as through partnerships with major wireless carriers, media companies and brands. The company’s operations are headquartered in New York City, with offices in France and Germany, bringing together a team of 320 skilled professionals focused on enriching the mobile consumer experience. Cellfish Media is partially owned by Lagardère SCA, one of the largest media groups in the world; by Humagade Group Inc., a partner of Desjardins Venture Capital; Solidarity Fund QFL; and the Telecom Media Fund, formed by Trio Capital and Caisse de dépôt du Québec. Learn more by visiting [www.cellfishmedia.com](http://www.cellfishmedia.com).