

## **SkyBlue E-Cards Wikipedia Entry**

The company is founded by an ex-university professor Denny Collins. Skyblue E-card's aim to provide high quality cards, using original artistic created by four working professional artists. Situated in the beautiful setting of the Carse Of Gowrie in Perth shire, Scotland. It is surrounded by some of Scotland's most stunning scenery which provides these artists with endless inspiration.

E-cards are an ever growing commodity in today's society and Skyblue aim to help this need with a regularly updated array of artist driven and unique cards. Being situated in some of the worlds most beautiful landscapes we are very keen to help the environment and the benefit of an e-card is that there is no stamp, paper or transport needed. Thus a cheap, easy and eco friendly way to keep in touch with your friends and family.

By having four qualified artists, each with unique styles, it means that our designs are not uniform, unlike some of our competitors. For a small one off payment of **5 pounds** you can have a years subscription to Skyblue, enabling you to send as many cards as you like, as often as you like.

We strive to keep a personal approach, and no matter how large we get we stand by this promise. Our user- friendly website is constantly updated with new, exciting cards so you are guaranteed to find one to suit your needs.

### Our Designs

We currently have four qualified artists working with SkyBlue E-cards, each with their own individual and unique approach to design.

**John Scott Aird** has a Degree in Fine Art and is an accomplished and skilful draughtsman. He is responsible for the excellent bird drawings you will find in our Art Cards section. He has a good eye for colour and tone and brings this to his work on our ecards. He is also keen on many of the technical aspects of animation and this is reflected in the intricacies of some of his ecard designs. Examples of his work

include - Flyaway, Dog Surprise and Marilyn.

**Suzanne Scott** comes more from the design side and has a Degree in Textile Design. This influences her ecard designs which often have the feel of being overlaid and textured in an eye catching and interesting way. Her delicate and colourful animations bring another dimension to our card collection. Examples of her work include Snow Bikes, Wedding Plane and the Mouse and Lion series.

**Pópulo Antolín** has a degree in Digital Media, and is an experienced designer who has worked on a wide range of audio-visual projects including work for galleries, festivals, films, installations and commercial productions. Adept at all aspects of animation, Pópulo brings a mixture of technical expertise and creative design skill to her work on our cards. She is also mainly responsible for the Skyblue website design where she has provided an unusual and creative look and feel for the site. Originally from Spain and now residing in Scotland, Pópulo is an honorary Scottish artist ! Examples of her cards include - Spring Garden, Medieval Knight and the Penguin series.

**Valerie Scott** has a Degree and a Masters in Fine Art. With interests in conceptual art and abstract painting, her work is wide ranging, endlessly creative and eye catching. Her animations range from the deceptively simple to more complex designs. Examples of her work include - Bicycle Boy, New Year Clock Countdown and our Moving Home range.

### **Products and Services**

Here at Skyblue we feel we provide a unique and quality service across the world offering cards for a range of occasions including Christmas, birthdays, Thanksgiving and Halloween, however a more extensive range can be found on our website.

Most of our cards can be adapted to suit many occasions, therefore they can be enjoyed all year round, and with a large range of designs and styles there will be a

card to suit everyone. There are recurrent characters such as the Wee Blue Bird, Penguins and the Lion and Mouse.

### **Affiliates**

We are currently looking into a number of different affiliates. This will allow our customers to send excellent gifts along with their E-cards to make it extra special.

### **Looking Forward**

The Skyblue team are currently working on and looking into a number of exciting new ventures and opportunities. As well as this we are looking into suitable affiliates, constantly updating our card range and are always looking for new ways of making our service more exciting and innovative.

We are currently working on creating a number of social networking sites including Bebo, Facebook and Myspace. With the ability to constantly update and reply to comments and queries, we hope to raise Skyblue's profile and get our message across to a much wider audience. As well as this we are hoping to launch a seasonal promotional video which will appear on these sites as well as Youtube with the aim to attract a new and exciting market to Skyblue.

We are hoping to work with the Dochas Fund which is an Argyll based charity that raises money and awareness of Motor Neuron Disease. They sell original artwork, of which a percentage of the proceeds go to the sufferers of Motor Neuron Disease. We plan to allow Skyblue members to have the opportunity to buy special cards, of which a percentage will go to the charity.