



New Travel Product For Immediate Release

Media kits, product review samples, and interviews available on request. High-resolution images available in jpegs via email. In depth feature story articles on specific European art locations available upon request.

Contact Jane McIntosh 609-466-1261 MJM@janessmartart.com

New audio art guides for Europe's remarkable historical sites now available on CD or for iPods and MP3's.

Put away your guide book if you *really* want to know what you're looking at. Forget about straining to understand or wishing for a better, more interesting tour guide. Guidebooks and tour guides have gone audio!

Just check the batteries, grab your earphones and strap on your portable audio player. Use your ears ... and leave your eyes free to see.

Jane's Smart Art Guides will immerse you in the illuminating historical context of the art, politics, culture and religion that have intertwined over centuries to create the unique character of a place.

An experienced tour-guide, art expert and history buff, ***Jane McIntosh*** is packing her passion into a new series of audio guides which delve into the remarkable art sites of Europe.

Unlike audio walking tours, ***Jane's Smart Art Guides*** are site-specific. They penetrate deep into the essence of a single place, to expose its vitality in the context of the history that shaped it over centuries, creating it's special character.



Jane's Smart Art Guides are for travelers who want to know what they're looking at when they're touring one of the many historic sites in Europe that abound with remarkable art.

The consistently high quality and depth of these audio guides allow you to experience the richness of history and the character of a place like never before. Each guide conveys an extraordinary wealth and variety of information. It's like having a knowledgeable, stimulating travel companion, or like having your own private tour guide.

To create these audio guides, Jane synthesizes research in many fields to craft a discerning, multi-dimensional, integrated view of a site. The result is an “edu-taining” narrative that is rich in insight and delivered with good humor and compelling energy.

The first three guides in this new series are for Rome’s St. Peter’s Basilica, Our Lady Cathedral in Antwerp, and Sta. Maria del Popolo, also in Rome. Next, to be released on MP3 in May, will be the *Jane’s Smart Art Guide* to the Fra Angelico frescoes at San Marco in Florence.

Jane’s Smart Art Guides contain the best site-specific information now available for anyone traveling to these remarkable art sites. The St. Peter’s guide was awarded the 2005 Communicator Award of Excellence.

Each guide includes a booklet containing tips to tailor the tour to your own interests and schedule, plus a track list, floor plan, and glossary. The audio guides include a “Slice of History” segment to be listened to before your visit, to provide background context for the onsite tour.



You’ll learn about the artists, their patrons and their subjects. You’ll hear anecdotes about their lives and character, vignettes of history and legend, and the values and customs of the time. Jane offers commentary and perspective on aesthetic and technological developments, stylistic variations and influences, composition, materials and technique. Each tour is set in the context of the surrounding city’s long and tumultuous history, to provide a deep and lasting appreciation of the place.

The only equipment required is a portable audio player (cd, iPod or MP3) and earphones. Two people can share a player, using an “audio splitter” available at any electronics store, or from www.janessmartart.com.

Available on CD or downloadable MP3, priced at \$19.95 (2-disc title) or \$24.95 (3-disc title). For more information visit www.janessmartart.com

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St. Veronica by Francesco Mochi, at St. Peter's Basilica

Sample MP3 clips available for your listening at the web site.

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Jane's for the intellectually-curious, independent traveler
SMART ART GUIDES™