

Press

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Preferred Platinum Prints

by Julie Short

Most would agree that the greatest testament to an artist's success is a show in the Louvre or the Museum of Modern Art. But others—like Boston illustrator Oren Sherman—would argue that having your art splashed across the front of a Visa card is a far greater coup. Sherman's illustration of New York City's Theater District adorns Visa's newest credit card, benefiting the charity Broadway Cares.

No stranger to commercial success, the RISD professor designed a series of special occasion US postage stamps in the late '80s. My mother got such a kick out of the Mother's Day stamp," Sherman recalls. "She told everyone I made it just for her." Maybe—but millions of strangers around the country have licked and affixed her son's work to their envelopes.

The artist's newest posters of a Back Bay brownstone, the cobblestoned sidewalks of Beacon Hill and Swan Boats in the Commons, can be seen in the upcoming re-make of *The Out of Towners*, starring Steve Martin and Goldie Hawn. The series "The New England Portfolio" is available, each poster for less than \$100, at the Artful Hand in Copley Place or Stanhope Framers on Marlborough Street.

So what's next for an artist who's had his work appear on plastic, postage stamps, and celluloid? "Hotel chains," Sherman says, "I think there's a real market out there for pretty work to hang on hotel walls."