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View site at www.lifethroughtime.com

Contact: Mandy Zerr / Editorial associate
610.894.9660 / mandy@sposito.com

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Making art out of marketing

Sposito Interactive creates Web site worthy of promoting photographic epic

KUTZTOWN, Pa. – Promotional Web sites aren't usually considered elegant or artistic. But when you're creating the Web site component of an epic project by award-winning nature photographer Frans Lanting, it's got to be both. Not to mention effective.

From the beginning, Lanting was looking for more than just a place to promote his newest project, *Life: A Journey Through Time*. He wanted the Web site (lifethroughtime.com) to be an extension of his whole artistic vision, which consists of a photographic book, multimedia orchestral performances and traveling exhibition.

The resulting site, developed by interactive communications agency Sposito Interactive, allows the user to "explore life through time" in an immersive, interactive environment. The artistic vision of Frans Lanting allows the user to see what the earth might have looked like billions of years ago through photos of today's life and land. The site features content different from the *Life* book, allowing users to explore the stories behind the photos or view a video.

And, of course, visitors can buy the *Life* book online.

But the well-thought-out artistry of the site and simple beauty of the photographs almost make the marketing end of it secondary. Almost.

James Sposito, creative director and co-owner of SI, calls it "residual branding."

“We offer the user value in the experience online,” he said. “That experience is associated with the product we’re marketing, but is valuable in and of itself.”

To this end, the site is also educational. While visitors are immersed in Lanting’s photography and accompanying transcendent music, they are also learning how life began to take shape on earth.

“[Lanting] chose Sposto Interactive because we combine artistic interpretation with commercial interaction,” Sposto said. “And with our experience in brand marketing, we can send a residual message – there’s a book to buy, exhibit tickets to sell – without making it crassly commercial.”

Life: A Journey Through Time is a multi-year project showcasing life on earth from its earliest beginnings to the present through the exquisite photography of Frans Lanting.

Sposto Interactive is an interactive communications firm specializing in the creation of unique and powerful online user experiences. Since 1996, SI has provided select national and global organizations with interactive marketing and branding solutions. They are proud to be working with Frans Lanting and to have the opportunity to contribute to his artistic and educational endeavor.

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