D3LTA - Digital Art App - Pressrelease

http://www.d3lta.me

Ahoy! We made a new app called [D3LTA](http://www.d3lta.me/). Now you can make geometric photo art to exhibit, buy, & print.

BERLIN, GERMANY -- Rainbow Unicorn has revamped D3LTA, a photo-art app for iOS and Android that reconstructs images with vivid geometric shapes. The new version includes enhanced social features and introduces the D3LTA Store: a seamless function that allows users to order their art as prints and apparel.

Creating digital art with photo apps is a growing cultural scene. Looking forward, D3LTA empowers its users to transform their visual reality and develop a unique artistic style. 40 preset “shapes” – distinct from “filters,” which only overlay effects – physically reconstruct photos into striking geometric form. The inspiration for these shape designs was simple: do something new. The tools: circles, triangles, Dadaism, constructivism, and a challenge to create the biggest output from minimum input.

D3LTA photo-art can be curated and made into tangible reality. The new D3LTA Store feature allows users to order their creations in-app. Custom products, including American Apparel clothing and high quality prints, can be previewed, purchased, and directly shipped with a few easy swipes.

D3LTA users are also encouraged to submit their photo-art to the D3LTA Gallery (gallery.d3lta.me) as an ongoing project to push the arts. Innovative creations are curated and shared across D3LTA social media (up to 50,000 followers), and may be featured in D3LTA’s real life gallery show. The first exhibition successfully showcased 50 user submissions in Berlin, October 2014. D3LTA aims to be a creative platform for fascinated artists and designers.

D3LTA’s newest version is available in iTunes and Android store mid-May.

Need anything? Drop us a line :)

Learn more:<http://www.d3lta.me/>

See more: @D3LTAME / #d3lta / #d3ltagraphy

The presskit is available at [www.d3lta.me/press/](http://www.d3lta.me/press) or can be downloaded zipped:

<http://www.d3lta.me/downloads/D3LTA_Presskit.zip>

ABOUT RAINBOW UNICORN

Rainbow Unicorn is an independent team of digital artists & code engineers working across borders and disciplines based in Berlin. We transform our ideas and concepts into artistic positions and projects for business and culture.

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