



News / New Releases

- [News and Events](#)
- [News Releases](#)
- [Media Clippings](#)
- [Events and Exhibits](#)
- [Photo Gallery](#)
- [Media Center](#)

Order Your Custom DNA portrait

Choose your size and color options using our step-by-step, secure ordering system

→ [GET STARTED](#)

Join Our Mailing List

Stay up to date on what's happening at DNA 11. Receive updates on pricing, products, and special events.

→ [SIGN UP](#)

Got questions?

We've got answers. Our [FAQ](#)

News Releases

DNA 11 SELECTED TO EXHIBIT 'DNA ART' AT WIRED MAGAZINE'S FIRST RETAIL STORE IN NEW YORK CITY.

NEW YORK, N.Y., November 14, 2005: Cutting-edge art producers DNA 11, who create unique abstract art from a persons' own DNA, will showcase their exclusive pieces at the first-ever WIRED store in Manhattan, New York. WIRED Magazine, the first word in technology, has partnered with the world's best consumer gadget makers, bringing its unique brand of hip gadget advice to retail for holiday shopping from **November 18** through **December 24, 2005**.

"DNA 11 has created a technique and product that is truly unique," says Adrian Salamunovic, co-founder of DNA 11. "The opportunity to showcase our art in a likewise unique and unconventional venue among store partners such as Samsonite, Sanyo, 3M, American Express, Nokia and Oakley, places DNA 11 among the most established and cutting-edge manufacturers. We are honored to have been chosen."

A revolution within the art world, DNA 11's contemporary "DNA portraits" transform life into art, making them a perfect fit with the WIRED store's revolutionary concept. With the feel of a gallery, the store is designed to move e-commerce into a brick and mortar space, allowing shoppers to test the latest consumer gadgets and gear and make their purchase online via digital checkout kiosks.

"WIRED Magazine has become the voice and vision for what's next in consumer technology," adds Nazim Ahmed, co-founder of DNA 11. "We use the latest technologies to create beautiful art while WIRED is implementing the latest technologies to expand the boundaries of retail outlets: It's a perfect fit."

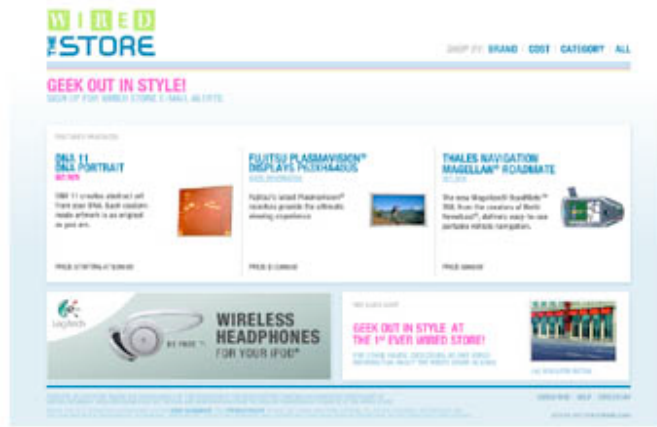
section will answer most of your questions.

→ [GET ANSWERS](#)

Testimonial

"Turns out, my DNA is much more beautiful than I am. But wait! It IS who I am."

A.J. Baime
Editor
Playboy



About DNA 11

DNA 11 creates unique, high-end abstract art from DNA. Using a non-intrusive collection method, the company utilizes the most artistically-valid method available to capture the genetic fingerprint and transform it into an artistic representation of a person's life code. Each piece is printed as a Giclee fine art piece, using the highest quality canvas and pigmented inks. These unique pieces are the ultimate conversation piece for any home or office. DNA 11 contributes a portion of all profits to non-profit organizations involved in genetic research. For more information, please visit the website at www.dna11.com.

About WIRED Store

The WIRED Store will allow customers to sample more than 65 products ranging from the hot new Motorola PEBL phone to the Ultimate Gaming chair. During the weekend, WIRED Store shoppers who make purchases will also receive door-to-door shuttle services to their next destination courtesy of a fleet of VW vehicles waiting outside the store.

WIRED Store partners include American Express, VW, Adidas, Biomorph, Braun, Cingular, Epson, Flavorpill, Grey Goose, Klipsh, Logitech, Motorola, Napster, Nikon, Nokia, Oakley, Oregon Scientific, DNA 11, Rockstar, Samsonite, Sanyo, Sonos, Sony, Symantec and Tassimo.

The WIRED Store, located at 160 Wooster at the corner of Houston and Wooster Streets in Soho will be open to the public from Friday, November 18 through Saturday, December 24. For additional information on store hours, events and daily happenings at the WIRED Store please visit www.wiredstore.net.

About WIRED Magazine

WIRED Magazine is the first word on how technology is changing our world. Each month, WIRED delivers a glimpse into the future of business, culture and innovation.

-30-

For further information contact:

Adrian Salamunovic
Co-Founder, DNA 11
1-866-619-9574
adrian@dna11.com