



**FOR IMMEDIATE RELEASE**

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**THE ROYALS PROJECT PIVOTS WITH NEW A PHOTOGRAPHY SERIES, PLUS  
ORIGINAL ART & CURATED ACCENT PIECES AT THE MARKET**

*Over 25 new pieces premiere in a provocative “Frendor” popup on Verellen’s South Hamilton campus*

HIGH POINT, March 22, 2022 - Known for contemporary abstract, landscape and portrait photography, The Royals Project doubles down on art at the spring High Point Market with a new photography series, plus original art and one-of-a-kind accents. The Royals Project exhibits at the Verellen showroom at 515 S. Hamilton Street in a 1,000-square foot jewel-box space. The Royals Project is open to the trade, Thursday-Wednesday, March 31-April 6.

According to Ron Royals, The Royals Project founder and singular creative, “This Market, the vibe of my showroom is less pristine art gallery and more experiential. It’s an intimate space, and every bit of it is designed to stir the senses, including antique rug flooring, drop cloth wall coverings, hand-wrought accents, the diverse art itself and, of course, The Royals Project super-Instagrammable signature swing. It’s time to fly!”

The Royals Project photography introductions are notable for a common earth-tone palette atop neutral bases. Royals offers a number of standard sizes and embraces customization. Conceived and manufactured in High Point, The Royals Project offers 3-week lead times.

New and original art is modern, graphic and accessible. Portraiture with a mid-century vibe is a specialty. As always, The Royals Project believes art is personal. Custom commissions are welcome.

ABOUT THE ROYALS PROJECT: TRP mastermind Ron Royals has a day job. Royals is a successful and accomplished commercial photographer based in North Carolina. Founded in 2019, The Royals Project marks the photographer’s exploration of his creative side, as seen through the lens of a camera or before a canvas. The Royals Project is an open-ended simultaneous exploration of Ron’s life passion for art, photography, travel, nature and the realization of a life well lived.

THEROYALSPROJECT.COM

[DROPBOX IMAGE LINK](#)

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FOR FURTHER INFORMATION CONTACT

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