



## Art Stops Traffic in San Francisco

### *San Francisco Artist John Kraft Injects His Original Art Into the Morning Commute*

SAN FRANCISCO, CA ([PRWEB](#)) September 28, 2004 -- Every so often, when one makes their way over the Golden Gate Bridge into San Francisco, one may come upon San Francisco artist John Kraft. Standing with a full-size framed Giclee print of his painting, Lombard Street, John greets the morning commuters with a smile and a colorful postcard featuring his work and an invitation to visit his website, [johnkraft.com](#).

Kraft recently received worldwide recognition for his vibrant and playful original artwork when he was selected as Apple's featured artist. His work has also been featured by Better Homes and Gardens, Macworld UK and Dwell Magazine. Kraft explains his approach, "In the spirit of Andy Warhol, Keith Haring and Peter Max, my goal is to share my art with the widest possible audience. As Keith Haring used the New York subway to share his work, I sometimes rely on the daily journey of those working in San Francisco to share my emotionally charged and entertaining art." While the normal daily commute consists of cardboard enhanced solicitations for money or other handouts, Kraft's desire to simply share his art with the people of San Francisco is a refreshing and welcomed change.

Kraft was born in Los Angeles in 1967. The son of a marine engineer and child psychologist, he was encouraged from an early age to explore and develop both his creative and analytical sides. This was evidenced with his parallel pursuits of painting and songwriting while also earning two degrees in engineering.

Primarily a self-taught artist, Kraft has had periods of independent study in both Europe and the Far East. In 2003 he became fascinated with the process and promise of Giclee print production. "I believe a key aspect of the creative process is the desire to share one's work with the widest possible audience," says Kraft. "Through the production of Giclee prints and the use of the Internet, I hope to share my work with a larger audience over a wider geographic area."

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