

# Squarespace Launches Squarespace Photo

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Squarespace, the premium web publishing system, has announced the launch of a portfolio creation tool targeted at the professional photographer, an audience much neglected in the industry. "Photographers who are looking to build an online portfolio are stuck between Flickr and spending thousands of dollars on a website," says CEO Dane Atkinson. The new service -- **Squarespace Photo** -- intends to fill the gap by facilitating the creation of elegant portfolios by the photographers themselves in a manner they can control and manage with little to no web experience.

"As a leading provider for blogs and websites, our system was very close to fitting photographers needs. That's why we have hundreds of them using us already," says Squarespace founder Anthony Casalena. Based on customer input and research, Squarespace has added features and services real users want, such as fluid image transitions, scrollable thumbnails, and easy uploading tools.

"Obviously the galleries are critical and no one wants to look like they downloaded the same Flash application, so with our system we have created options that can be tweaked to the artist's preference," says Senior Designer Krystyn Heide. Additionally, photographers can choose from dozens of professional-grade templates, or create their own styles using the Squarespace designs as a base.

The launch is a beta release for Squarespace, and as with their other services, they expect the community to continue to guide their efforts. "We strive for perfection in everything we do and hope this gives creative people the base from which to grow. Our design crew has been working feverishly knowing that this audience can truly appreciate their work," says Heide. "It is our hope that photographers find our tool elegant and supportive and can spend their time not worrying about hosting and technology but their message," adds Casalena.

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Squarespace is a four year old private company headquartered in the Soho district of lower Manhattan serving over a billion pages a year for their customers.

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