

Booze Art - Hang Your Drink, Not Your Head

By Kirk Brinkley | Sunday, September 6, 2009 11:00 AM ET

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Talk about beer goggles...

That icy spirit in your hand might be tasty, and it might give you the guts to dance naked on the table in front of your boss. But have you ever wondered what it looks like up close? I mean, up really close? If not, what exactly are you doing drinking a substance about whose elemental composition you have barely a medieval inkling?

Now's your chance to see what you're shooting into your super-ego and to hang some seriously gorgeous art in the meantime. Meet **BevShots**, a new Florida-based company that's marketing lush, colorful microscopic images of your favorite adult beverages -- everything from stout and chablis to tequila and gin.



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BevShots is the fortuitous off-shoot of Florida State University researcher, Michael Davidson. In 1992 -- after collecting infinitesimal images of DNA, biochemicals, and vitamins -- he decided to start snapping pics of liquor, and was awe-struck by their tiny beauties. Then, in a stroke of marketing genius, he decided to plaster the captures on neckties, and since 1996 his **Molecular Expressions Limited** has sold over a million saucy man scarves.

Enter scientist turned businessman, Lester Hutt, who got the idea of selling Davidson's intoxicating imagery as wall art, and you've got **BevShots - Art, Distilled**. The spirit shots below speak for themselves -- captivating abstract expressionist prints of bubbly minutiae (like the American Lager above) that would make a drunk Picasso proud. Your friends will get sloshed just ogling them.

And if they're too tanked to come over, you can download some bev shots to your **iPhone**. Imagine showing that hottie at the bar a nano-pic of the dry martini you just bought her. Instant molecular bonding.



Red Table Wine



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The screenshot shows a website layout with two main sections. The top section features two microscopic images: the top one is labeled 'Sake' and the bottom one is labeled 'Vodka'. To the right of these images is a sidebar with an orange background containing text about donations and supported causes. The bottom section of the screenshot shows a list of related stories, a small advertisement for 'tonic mailstopper', and a comment form with fields for Name, Email Address, Website, and a text area for the comment.

Sidebar Content:

- Food prepared and donated to men, women and children affected by HIV/AIDS, cancer and other life-threatening diseases.
- You helped Tonic plant 1,494 trees in North America, Central America, Africa and Asia.
- Tonic contributed to Sustainable Harvest International, Amocca! Futasta and Trees for the Future.
- Sent medical instruments to the U.S. Gulf Coast.
- Donated \$426 to Music Boxes.
- ...more good things.
- 14 causes supported \$347,634 in contributions

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Footer:

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