



For Immediate Release

.ART, the first internet domain dedicated to the global art community, launches with more than 60 world-renowned museums & arts organisations

The Art Institute of Chicago, Centre Pompidou, Fondation Beyeler, Fondation Cartier, Hauser & Wirth, Institute of Contemporary Art Miami, Los Angeles County Museum of Art, MAXXI, Solomon R. Guggenheim Museum, Walker Art Center, and Tate, among others, will be the first to launch websites on .ART

London, November 28, 2016— .ART, the first domain created exclusively for the global art community, is pleased to announce that more than 60 world-renowned museums and arts organisations will launch dedicated websites on the new top-level domain, including the Art Institute of Chicago, Centre Pompidou, Fondation Beyeler, Fondation Cartier, Hauser & Wirth, Institute of Contemporary Art Miami, Los Angeles County Museum of Art (LACMA), MAXXI, Solomon R. Guggenheim Museum, Tate and Walker Art Center, among others. As early adopters of .ART, these organisations have exciting plans to activate their new domains, some of which include fully migrating or consolidating their existing websites to .ART, while others are launching new dedicated websites to showcase unique content from their artists and/or collections.

“Our mission is to preserve the cultural legacy of the global art world. We are honoured that so many respected institutions from all over the world share our vision and conviction that .ART will transform the arts community’s relationship with the internet and help protect their brand’s heritage online,” explains **Ulvi Kasimov**, Founder of .ART.

John Matson, CEO of .ART continues, “.ART provides a new way for the art world to identify online. The domain is short, simple, memorable, and has immediate association with the arts. For our Early Adopters, a .ART domain is a natural expression of their brand.”

Early adopters will be given first access to .ART domain names, and thus, have the opportunity to launch content on their respective websites in advance of domains being available for purchase by the general public in summer 2017.

.ART’s early adopters shared their enthusiasm:

Tate’s Digital Director, **Ros Lawler**, says the museum is “delighted to take part in the launch of this new domain, which will help promote some of the world’s greatest art collections, galleries and museums.”

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Benoît Parayre, Director of Communication and Partnerships at the **Centre Pompidou** explains, “A domain name for the art world has been long overdue and will now allow many cultural industry leaders, museums, art centres, galleries, collectors, etc. to have more relevant domain names to promote their collections and programming.”

“The **Fondation Cartier pour l’art contemporain** is excited to become a part of .ART’s new digital neighbourhood and evolve its programs even further,” says Digital Manager, **David Desrimais**.

Anton Vidokle, artist and founder of **e-flux**, adds, “The internet carries profound educational potential, and a reliable and informative domain dedicated to art will provide an invaluable source of knowledge. The art domain will become an effective platform that dignifies the excellent work of art organisations and artists from all parts of the world for all who love and care about the arts.”

Dominique Chevalier, President of the **Syndicat National des Antiquaires** (SNA), which organizes the Biennale des Antiquaires at the Grand Palais in Paris, explains “For us, and for our galleries, ‘.com’ is too commercial and ‘.fr’ is too generic. The problem with most domain names is that they don’t say anything about the business that you do, ‘.ART’ solves that.”

Lélia Pissarro, co-owner of **Stern Pissarro Gallery** and great-granddaughter of artist Camille Pissarro, adds, “The internet has had the biggest impact on the global art market. It has brought art to every corner of the world. The way forward in terms of domain names is clearly to categorize industries. We feel that with what the Pissarro names represents, marrying it with ‘.com’ lacked elegance. Having the possibility to now use ‘pissarro.art’ is simply the perfect solution. It fills a long lasting gap in our marketing strategy and the way we project ourselves.”

The early adopters have wide-ranging plans for their respective sites:

Tate, **LACMA**, **Multimedia Art Museum**, and the **Solomon R. Guggenheim Museum**, will create websites highlighting various aspects of their collections, while the **Fondation Cartier** will use the domain to make its collection available to the public for the first time ever. Meanwhile, Centre Pompidou will launch a dedicated website with helpful information in English and other languages for its foreign visitors.

Hauser & Wirth will celebrate the gallery’s 25th anniversary with the launch of an interactive website featuring a visual chronology detailing the gallery’s nearly three-decade history. In addition, **Canesso Gallery**, **Galerie Meyer Oceanic & Eskimo Art**, **Galerie Perrin**, **Tomasso Brothers Fine Art**, **Stern Pissarro Gallery**, and **Venus** will fully

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migrate their existing websites to their new .ART domains.

Beginning in February 2017, .ART domain names will be available for registration to professional members of the art world, ensuring that key stakeholders from across the global art community are given the opportunity to secure their desired domains first. The general public will be able to acquire their .ART domain names in summer 2017.

The full list of .ART's Early Adopters follows.

MUSEUMS	The Art Institute of Chicago	Chicago	artinstitutechicago.art
	Centre Pompidou	Paris	centrepompidou.art
	Institute of Contemporary Art, Miami (ICA Miami)	Miami	icamiami.art
	Los Angeles County Museum of Art	Los Angeles	lacma.art
	M+ Museum	Hong Kong	mplus.art
	MALBA: Museo de Arte Latinoamericano de Buenos Aires	Buenos Aires	malba.art
	MAXXI: Museo nazionale delle arti del XXI secolo	Rome	maxxi.art
	Multimedia Art Museum	Moscow	mamm.art
	Museo Tamayo	Mexico	museotamayo.art
	Power Station of Art	Shanghai	powerstation.art
	Solomon R. Guggenheim Museum	New York	guggenheim.art
	Stedelijk Museum Amsterdam	Amsterdam	stedelijk.art
	Tate	London	tate.art
	Van Abbemuseum	Eindhoven	vanabbemuseum.art
	Walker Art Center	Minneapolis	walker.art
WIELS Contemporary Art Center	Brussels	wiels.art	
ART FAIRS	BRAFA	Brussels	brafa.art
	EXPO CHICAGO	Chicago	epochicago.art

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ORGANISATIONS	Artist Rights Society	New York	arsny.art
	Artists Space	New York	artistspace.art
	Beirut Art Center	Beirut	beirutcenter.art
	Bolshoi Theatre	Moscow	bolshoi.art
	Creative Time	New York	creativetime.art
	Delfina Foundation	London	delfina.art
	e-flux	New York	e-flux.art
	Gasworks	London	gasworks.art
	Para Site	Hong Kong	para-site.art
	Portikus	Frankfurt	portikus.art
RAW Material Company	Dakar	rawmaterialcompany.art	
ART DEALER ASSOCIATION	Syndicat National des Antiquaries	Paris	sna.art
BIENNIALS	Istanbul Biennial	Istanbul	istanbulbiennial.art
GALLERIES & DEALERS	Canesso Gallery	Paris	canesso.art
	Daniel Katz Ltd	London	katz.art
	David Levy & Associates	Brussels/Paris	davidlevy.art
	Didier Claes	Brussels	didierclaes.art
	Galerie Meyer Oceanic & Eskimo Art	Paris	meyeroceanic.art
	Hauser & Wirth	New York/ London/Zurich	hauserwirth.art
	Koopman Rare Art	London	koopmansilver.art
	Lawrie Shabibi	Dubai	lawrieshabibi.art
	Stern Pissarro Gallery	London	pissarro.art
Tomasso Brothers Fine Art	Leeds/London	tomasso.art	

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	Wienerroither & Kohlbacher	Vienna/New York	w-k.art
FOUNDATIONS	Fondation Beyeler	Basel	fondationbeyeler.art
	Fondation Cartier	Paris	fondationcartier.art
	The Mucha Foundation	Prague	mucha.art
	Francis Bacon Estate	London	francisbacon.art
	Red Pencil Foundation	Geneva/ Singapore	redpencil.art
	René Magritte Foundation	Brussels	magritte.art
SERVICE PROVIDERS	Art Resource	New York	artresource.art
	ArtSolution	Brussels	artsolution.art
	exhibit-E	New York	exhibit-e.art
	FITZ & CO	New York/ Los Angeles	fitzandco.art
	Kickstarter	New York	kickstarter.art
	Tsang Seymour	New York	tsangseymour.art
ARTISTS	AES+F	Moscow	aesf.art
	eL Seed	Dubai	elseed.art
	Marina Abramovic Institute	New York	mai.art
	Shen Wei Arts	New York	shenwei.art
	Steve Miller	New York	stevemiller.art
COLLECTORS	Jim Hedges	New York	outsider.art
	Staffan Ahrenberg	Paris	ahrenberg.art
CURATOR	Love Watts	New York	lovewatts.art



MEDIA

Cahiers d'Art

Paris

cahiers.art

ikonoTV

Berlin

ikonotv.art

The Art Newspaper

London

theartnewspaper.art

Whitewall

New York

whitewall.art

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.ART is a new top-level domain created for the international arts and culture community. The domain is specifically designed to give institutions and individuals within the arts sector the chance to identify themselves with the art world, quickly and easily. .ART domains will be available for registration to the art world from February 2017, and the general public beginning summer 2017.

For more information and to register your interest in acquiring a .ART domain, please visit <http://www.art.art> or contact: engage@art.art.

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