



.ART

**.ART** IS THE ONLY  
DOMAIN ZONE FOR THOSE  
WHO LIVE FOR ART

# About .ART

With .ART, one can register a clear and concise web address and matching email that instantly identifies one's artistic values. Moreover, the creation of a website is made easy with the integrated website construction solution.

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## OUR VISION

To create a global community that is dedicated to the world of art and culture, whilst exploring new territory on the Internet.

## OUR MISSION

To collaborate with the artistic and cultural community to invent new and exciting digital services in the name of art and creativity.

## WHO WE ARE

- .ART was launched in 2016. With offices in Los Angeles, Moscow and Beijing, .ART is headquartered in London.
- .ART is led by an international team of professionals dedicated to making .ART the world's most creative web address suffix.

## OUR ACHIEVEMENTS

- Global reach from America to China: the .ART domain has been purchased in more than 100 countries.
- Engagement of the global art community: from world famous art establishments and individual artists to global art media and events.
- Sponsorship of innovation in art and tech industries through various awards and special projects.

# Global Art Market is a Domain Sale Opportunity

**55,000**

museums in 202 countries  
(ICOM)

**4** mln

high-profile art-professionals  
(Deloitte)

**600,000**

art-organizations (Deloitte)

**10** mln

major art objects

**40** mln

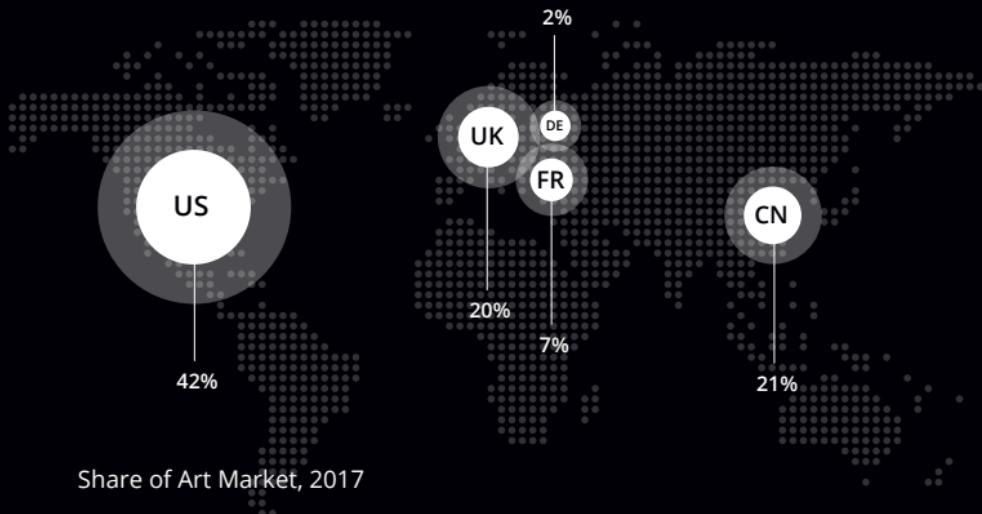
creative enthusiasts or art  
semiprofessionals  
(DeviantArt media kit)

**180** mln

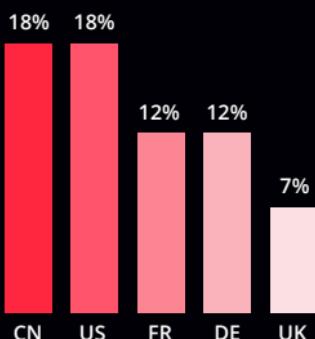
art-lovers or top 100  
museums annual visitors  
(TheArtNewspaper)

35 top-museums around the globe manage  
176 mln art objects in their collections  
(List of most visited art museums, Wikipedia)

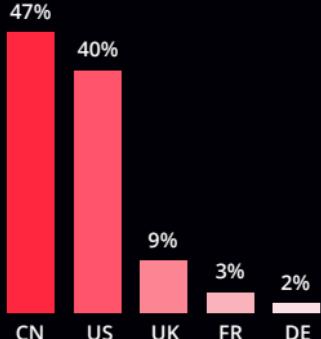
# Growing Art and Domains Markets



## Art



## Domains



Market Growth Rate, 2017 to 2016

# .ART Offers



Concise, visible, and descriptive web names



New branding and marketing opportunities for individuals and organizations through naming and online presentation



Sense of belonging to one of the world's most brilliant and exciting social and professional groups — the creative class

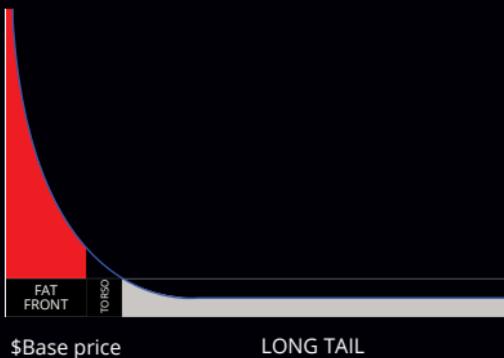


Opportunity to be featured on .ART or at events held by .ART partners

# Our Products

## 01 .ART Domains

We adopted a ‘big data analysis’ approach to the valuation of the domain names in our inventory. The algorithm considered linguistic features, popularity, Alexa ranking and 11 other variables, resulting in flexible and intelligent pricing for premium domain names.



## 02 .ART Records

We created and integrated a new international standard for online art object identification. It provides a central space for all existing information related to the art object whilst ensuring its provenance and tracking its movements.

# .ART Adopters

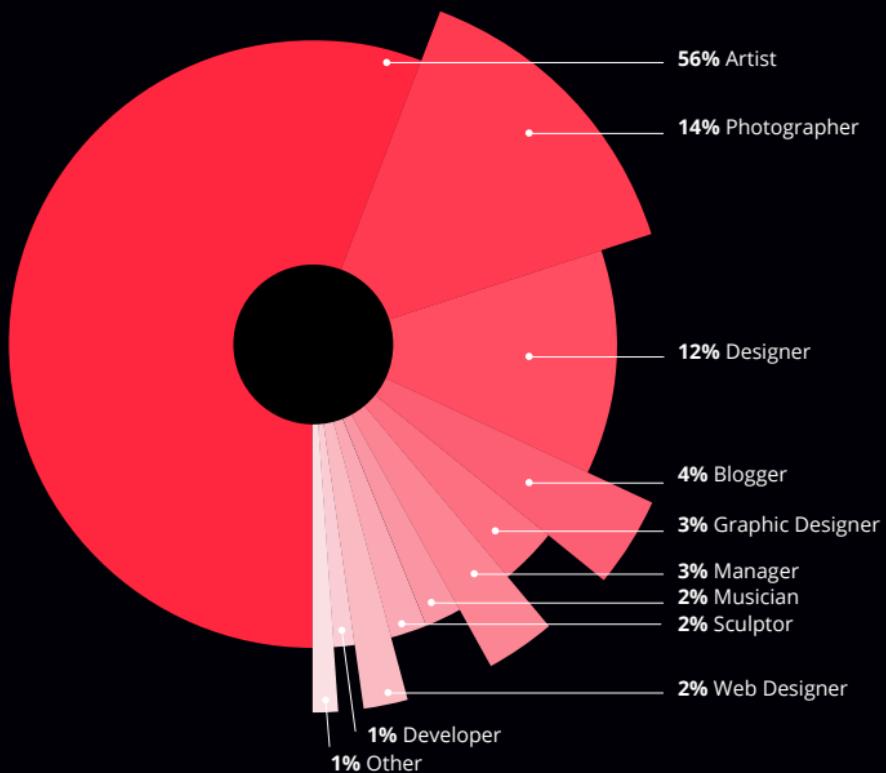
## Type of Customers

**69%** Individuals

**26%** Companies

**5%** Other

## Type of B2C Audience



# .ART Adopters



Marina Abramovic  
[mai.art](http://mai.art)



AES+F  
[aesf.art](http://aesf.art)



Hauser & Wirth  
[hauserwirth.art](http://hauserwirth.art)



Uovo  
[uovo.art](http://uovo.art)



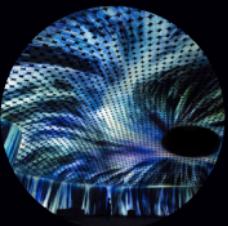
Creative Time  
[creativetime.art](http://creativetime.art)



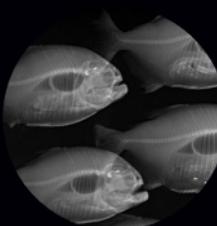
Kickstarter  
[kickstarter.art](http://kickstarter.art)



Shen Wei  
[shenwei.art](http://shenwei.art)



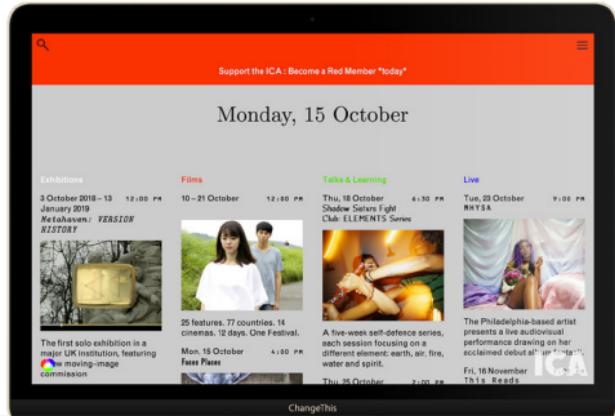
Teamlab  
[teamlab.art](http://teamlab.art)



Steve Miller  
[stevemiller.art](http://stevemiller.art)

# .ART Adopters

The Institute of Contemporary Arts, London  
ica.art



The Institute of Contemporary Arts is an artistic and cultural centre in London. Founded in 1947, it is now one of the world's most famous contemporary art institutions. ICA specializes in visual art, cinema and theatre, music, and performance art.

# .ART Adopters

Ars Electronica

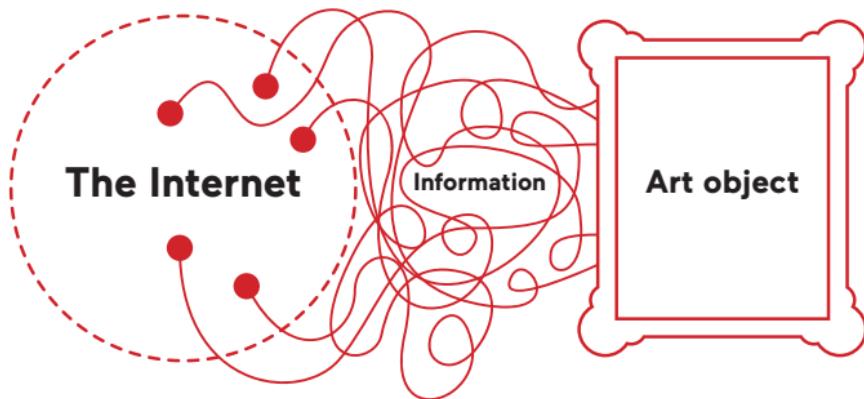
ars.electronica.art



Ars Electronica is a global festival for arts, technology and society. Since 1979, Ars Electronica has promoted innovative artistic and technological ideas that influence people's everyday lives. The annual festival, which attracts more than 120,000 visitors, includes competitions honouring excellence, a presentation and interaction center and an in-house R&D facility.

.ART SPECIAL PROJECT

# .ART Records



Art Records is the new international standard for online art object identification. It uses safe, reliable and stable infrastructure to centralize and store information.

Art Records is based on “Object ID” — a universal art object identification standard developed by the J. Paul Getty Trust and adopted by UNESCO and ICOM, as well as major law enforcement agencies, including the FBI, Scotland Yard, and Interpol.

# .ART Records

## Provenance and Movement Tracking

The Art Records registration process embeds technology which establishes and stores information about an art object's chain of ownership whilst tracking its movement around the globe.



## Centralization of art object-related information

Art Records provides users with a single online space to accumulate all the information about an art object. Using Art Records, one can store different types of data: including texts and visuals, files for 3D-printing, and other file formats.

The technology allows third party services to be added, such as access to museum sales, subscriptions, souvenirs, guides and many more.



## Yugen — the First Art Object Registered on Art Records.

Yugen is a radical new moving image artwork created by world renowned film director and artist Martha Fiennes and starring leading Hollywood actress Salma Hayek. The work premiered at the Venice Film Festival 2018 and is now on a tour of major museums around the world.

More information available on [www.yugen.art](http://www.yugen.art)

# Strategic Partnerships

We are always looking for partners to create meaningful outreach programs to the art community.

## Previous partnerships included:



Renowned art schools in the US to offer web addresses to graduates



Supporting new art & tech companies through our awards program



Sponsorship of art events in the US, UK, Austria and China



Partnerships can range from joining our affiliate program to developing deeper engagement and creating a specific offer relevant to your audience or customers

Get in touch to learn more: [communications@art.art](mailto:communications@art.art)

CALL TO ACTION:

# Registrars

## **.ART presents a significant revenue opportunity for registrars:**

- A new customer base is being introduced to web addresses
- Revenue sharing opportunities based on .ART's innovative premium name pricing strategy

## **Benefits of collaboration with .ART include access to:**

- Discounts & rebates programs for standard and premium names
- Co-marketing development fund
- .ART sponsored art events
- .ART social and digital media campaigns
- IP and authentication products for the arts community

Contact: [enquiries@art.art](mailto:enquiries@art.art)

CALL TO ACTION:

# Domain Brokers

- .ART offers the opportunity to be at the forefront of building the world's first global online art community.
- As a .ART Domain Broker, you'll make uncapped earnings. The more you sell, the more you earn — there's no limit! We will pay you commission every time one of your referrals makes a purchase from us.
- Register for free to benefit from .ART's web addresses and other innovative products.

Get in touch to learn more about our program: [enquiries@art.art](mailto:enquiries@art.art)

# Partnership Toolkit

We have developed a range of tools available to our partners.

## These include:



Marketing assets



Banners, logos,  
images



Custom Content for  
articles, newsletters,  
or blogs



Website templates for  
artists and galleries



Video testimonials  
of .ART users



Domain categorization  
to simplify searches  
of premium names



[www.art.art](http://www.art.art)

For registrars & domain brokers: [enquiries@art.art](mailto:enquiries@art.art)

For strategic partnerships: [communications@art.art](mailto:communications@art.art)

 ArtDomains  @artdomains  @Art\_Domains

.ART

THE ART WORLD ONLY DOMAIN