

Beat: Arts

## **.ART, the first domain created exclusively for the global art community**

### **60 renowned museums & arts organisations**

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**USPA NEWS** - .ART, the first domain created exclusively for the global art community, announced on November 30, 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,...

.ART, the first domain created exclusively for the global art community, announced on November 30, 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, Guggenheim Museum, Hauser & Wirth, ICA Miami, LACMA, MAXXI, 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.

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.

- 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 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 are given the opportunity to secure their desired domains first.

Source : .ART - UKCI

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