



ARTSY

GALLERY PARTNERSHIPS

Richard Serra *Inside Out*, 2013, The Gagosian Gallery



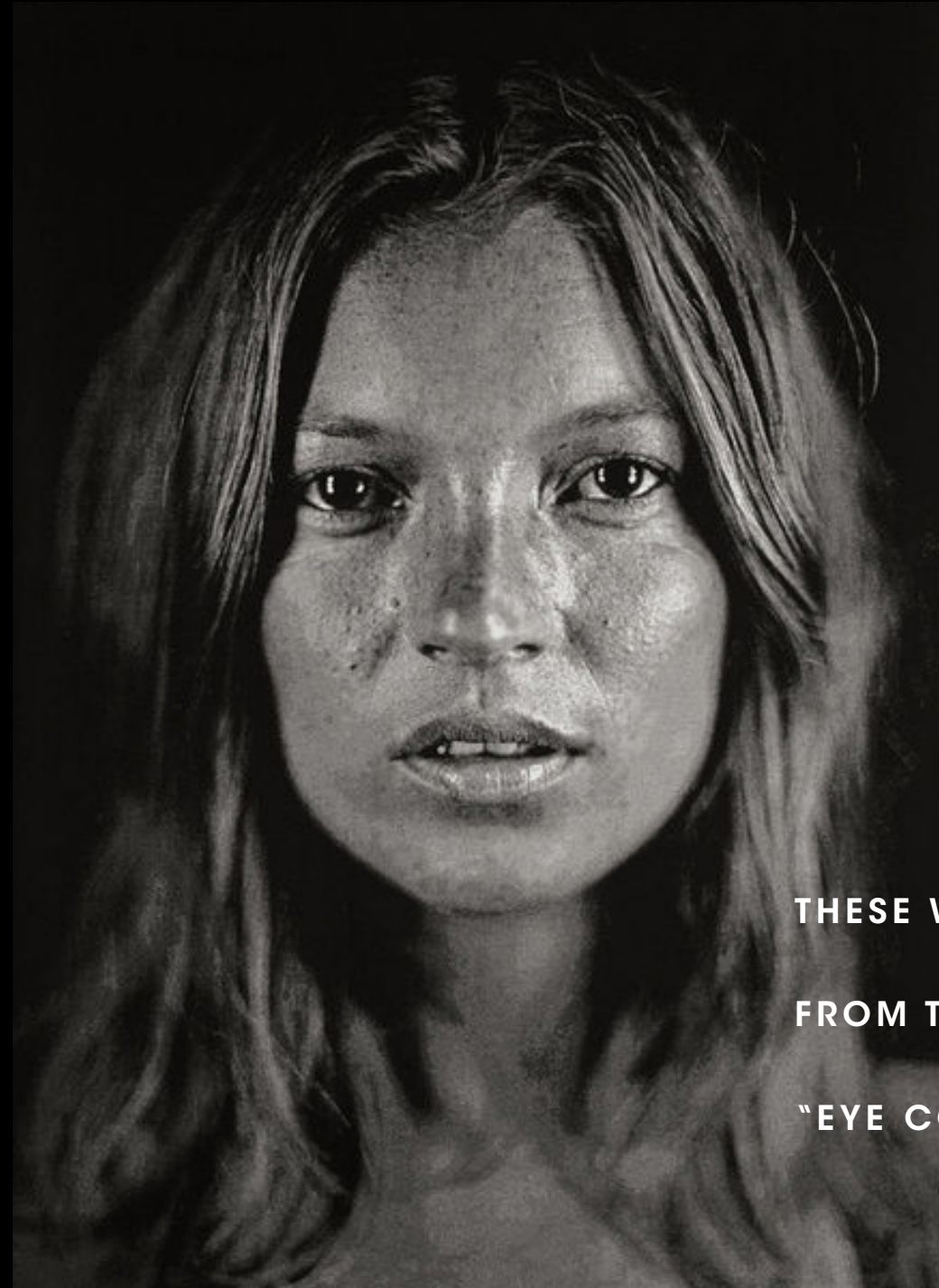
Mickalene Thomas
Qusuquzah, Une Très Belle Nègresse 1, 2012
Lehmann Maupin



Robert Longo
Untitled (Leo)
Christie's Post-War & Contemporary Art



Johannes Vermeer
Girl with the Red Hat, ca. 1665/1666
National Gallery of Art, Washington D.C.



THESE WORKS ARE
FROM THE GENE
"EYE CONTACT."

Chuck Close
Untitled (Kate - 16), 2011
Adamson Gallery

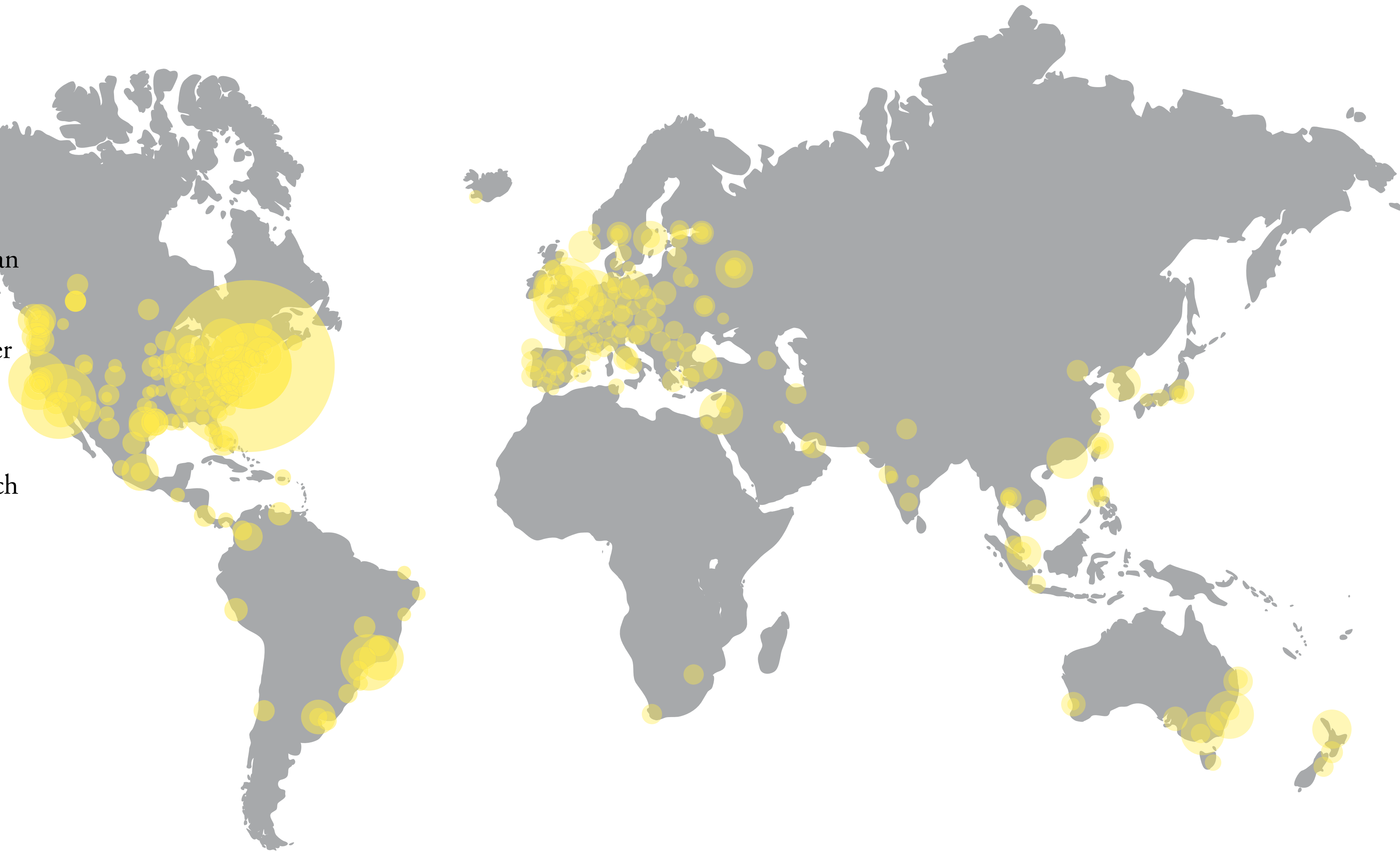
ABOUT ARTSY

Artsy is the premier online platform for discovering, learning about, and collecting art, offering galleries a central online platform to promote their programs and reach a larger, more global audience of Internet-connected art buyers.

Artsy is powered by The Art Genome Project, a search and recommendation engine that maps the characteristics of art, covering medium, style/movement, concept, technique, visual qualities, and geographic region.

OUR AUDIENCE

Since Artsy's launch in October 2012, more than 7 million unique visitors have explored art on our platform. With a registered user base of over 250,000 people across 186 countries, Artsy is a popular destination for seasoned and aspiring collectors alike. Artsy's referral traffic from search engines like Google has quadrupled in the last 6 months alone as a result of Search Engine Optimization (SEO) initiatives.





**J. PAUL GETTY
MUSEUM**



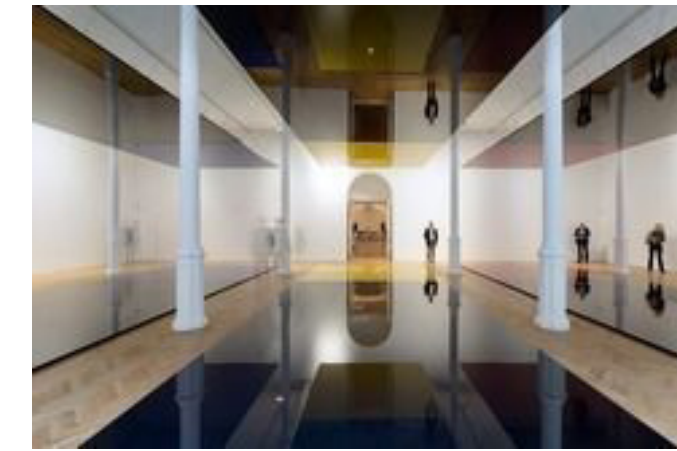
**GUGGENHEIM
MUSEUM**



LEHMANN MAUPIN



GAGOSIAN GALLERY



PACE GALLERY



WHITE CUBE



NEW MUSEUM



FONDATION BEYELER



SCAI THE BATHHOUSE



**ACQUAVELLA
GALLERIES**



SPRÜTH MAGERS



LONG MARCH SPACE

OUR PARTNERS

Artsy features 140,000+ artworks by 18,000 artists from 1,500 leading galleries and 200 renowned museums and institutions in over 60 countries and 250 cities worldwide. Artsy's broad spectrum of partnerships allows the platform to serve as both an educational resource and a sales platform.



GAGOSIAN GALLERY
Founded by Larry Gagosian in 1980, the gallery has dedicated itself to organizing important exhibitions of contemporary and modern art.

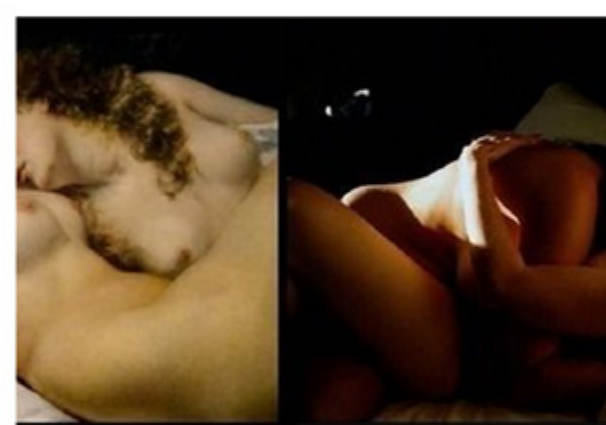
FOLLOW

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PAST SHOW

Victoire de Castellane: Precious Objects

Mar. 11th – Apr. 5th



CURRENT SHOW

Nan Goldin: Scopophilia
Mar. 21st – May 24th



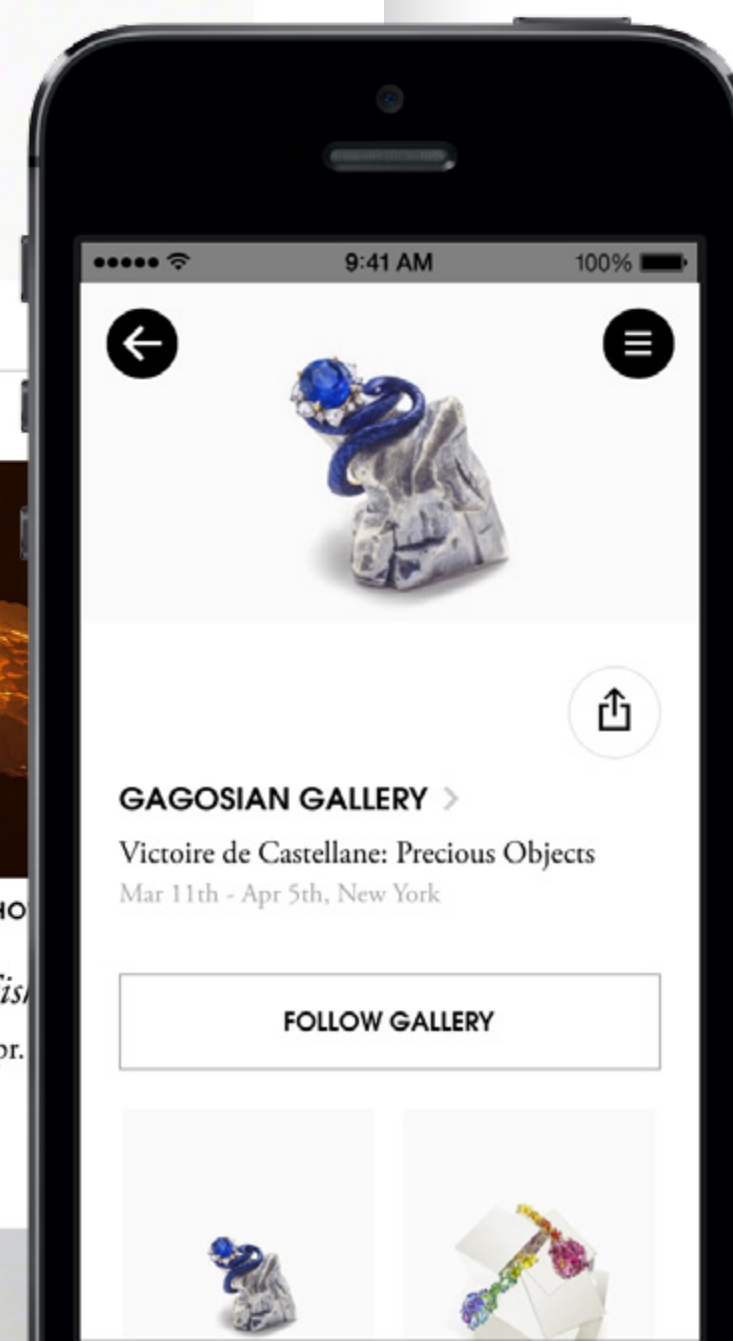
CURRENT SHOW

An American in Paris: Works from a Private Collection
Jan. 28th – May 3rd



CURRENT SHOW

Frank Gehry: Fis
Feb. 26th – Apr.



MARKETING & PROMOTION

Artsy partners have access to a range of promotional tools, including unlimited artwork listings, a dedicated gallery profile page, promotion of current exhibitions and fair booths, and targeted email campaigns to users interested in the gallery's artists and programming. To track the scope of this exposure, Artsy generates analytics reports detailing overall site traffic, popularity of specific artists and works, and a geographic breakdown the Artsy audience.

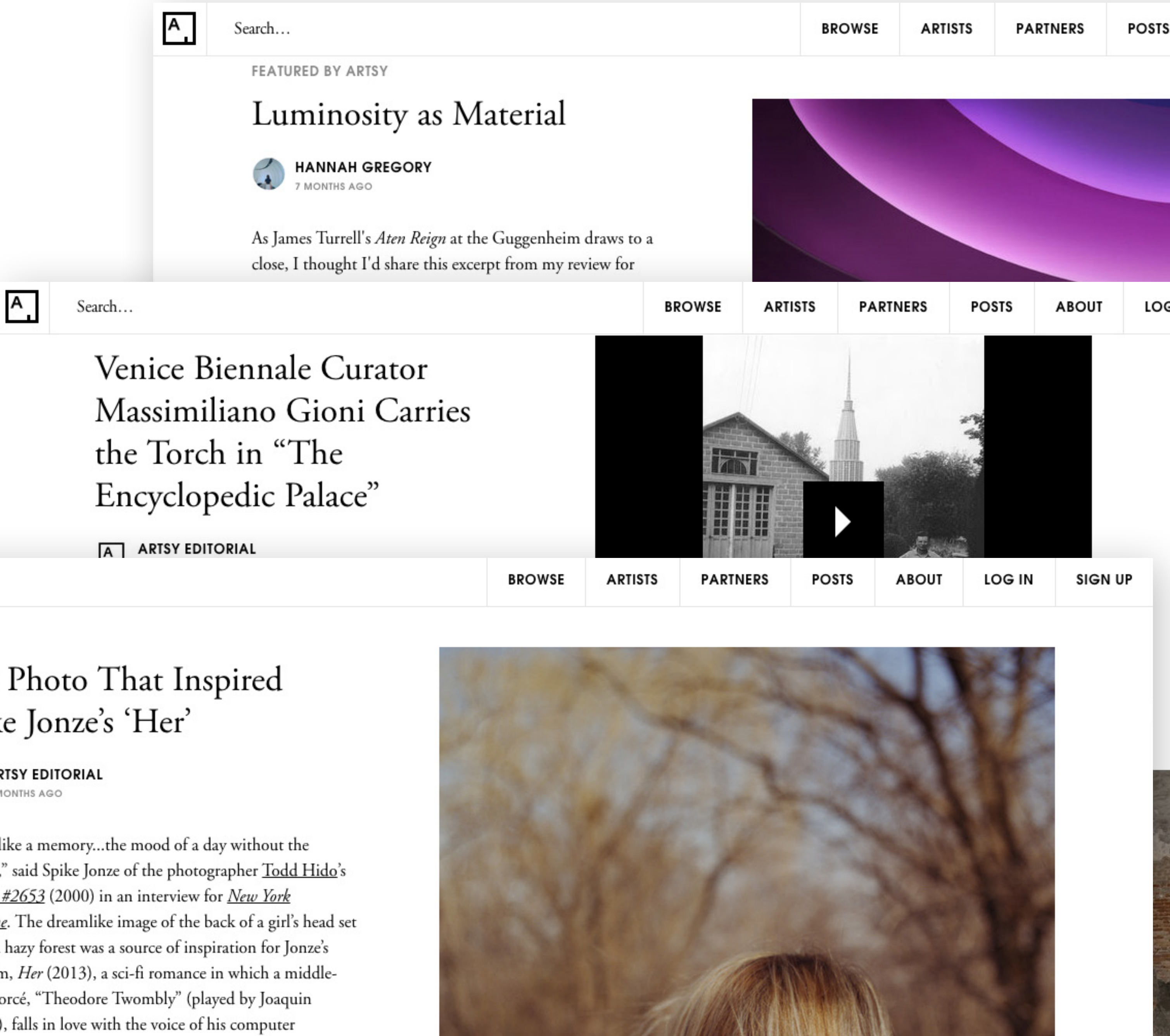
Artsy partners are also promoted on Artsy's iPhone app, which was named a "Best New App" by Apple when it launched in September 2013 and was downloaded over 100,000 times in the first month alone.

GALLERY PARTNERSHIPS



EDITORIAL COVERAGE

Artsy’s Editorial Team covers major art world events including international art fairs, museum exhibitions, Biennales, gallery shows, and artist studio visits. Artsy gallery partners are prioritized for Artsy Editorial coverage and placement of these features in high-traffic areas of the site.



TOOLS FOR GALLERIES

In addition to public promotion, Artsy partners have access to behind-the-scenes tools to manage inventory and facilitate client interactions and sales. Artsy’s web-based Content Management System (CMS) allows partners to directly update their artwork listings and gallery profile page. Artsy CMS syncs seamlessly with Artsy Folio, an iPad application for galleries to browse and email artworks and related documents on the go.

ARTWORKS

ARTISTS

USERS

OFFERS

INQUIRIES

EMAIL

SITE

PARTNERS

GENOME

SYSTEM

Gagosian Gallery's Artists

Overview

Edit

Artists

Contacts

Locations

Subscriptions

+ CREATE ARTIST

Add an Artist to Represent

Search artist by name

Image	Name	Years	Published Artworks Count	Represented	Edit	Request to R
	Diane Arbus	1923-1971	1	<div><div></div>No</div>	<div><div></div></div>	<div><div></div></div>
	Richard Artschwager	1923-2013	8	<div><div></div>No</div>	<div><div></div></div>	<div><div></div></div>
	Richard Avedon					

ARTSY

ANALYTICS

We're thrilled to share with you your gallery's Artsy Analytics Report for November 2013. Please note that the analytics below only capture traffic on the main website, Artsy.net, and do not reflect views of your artworks on the Artsy for iPhone app.

As always, please don't hesitate to reach out with any questions or feedback.

Best wishes,
Elena

GAGOSIAN GALLERY - FEBRUARY 2014

212

artworks visible on Artsy

18,071

total artwork views

Here's a geographic breakdown of your Artsy traffic:

Top 10 Cities

New York 22.01%

Los Angeles 4.59%

Paris 3.20%

Toronto 2.84%

London 2.30%

Chicago 2.00%

Shibuya 1.87%

Minato 1.87%

Amsterdam 1.62%

CINDY SHERMAN

9 / 11

7



sheet
30 × 41 1/2 in
76.2 × 105.4 cm
Edition 1/5

Leila Heller Gallery

Price: \$7,500 - 10,000

CONTACT GALLERY

CONTACT ARTSY SPECIALIST

View in Room

Follow artist

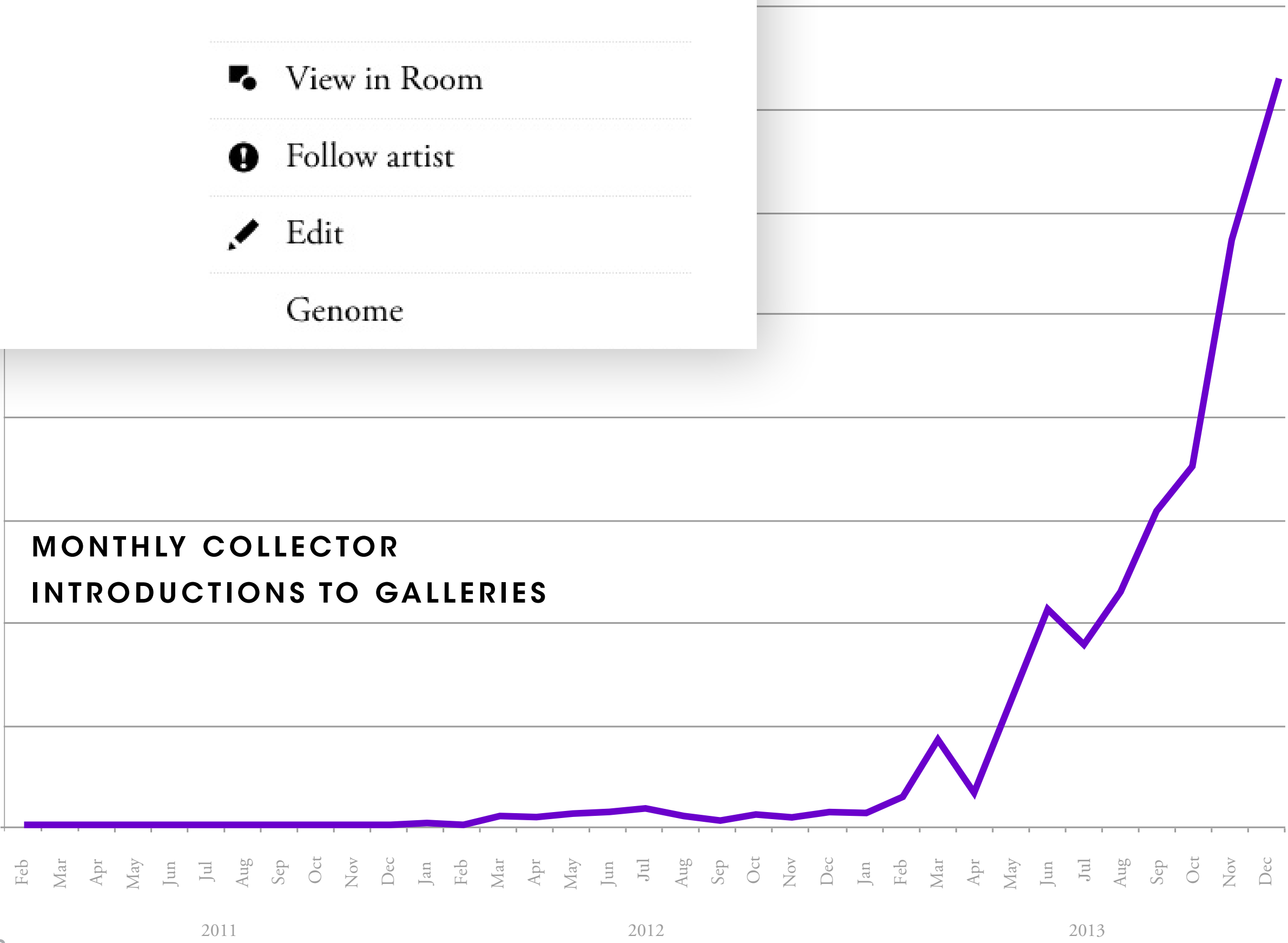
Edit

Genome

SALES VIA ARTSY

Artsy gallery partners have access to multiple sales channels on the site including email introductions to clients and e-commerce transactions. Since the beginning of 2014, the number weekly collector introductions to Artsy gallery partners has tripled.

MONTHLY COLLECTOR
INTRODUCTIONS TO GALLERIES



HOW TO APPLY

Artsy's gallery listing service is invitation-only and operates on a flat monthly subscription fee.

If your gallery is interested in partnering with Artsy, please [complete this application](#) form to tell us more about your program. We will review your request as quickly as possible and follow up directly if there is an opportunity for partnership.

THANK YOU.

FOR MORE INFORMATION:
partners@artsy.net

GALLERY PARTNERSHIPS

