



## THE ART GUILD An Exclusive Institutional Empowerment Initiative

Powered by DXB News Network | Dubai, UAE

In today's world, art organisations, galleries, curators, and institutions play a crucial role in shaping culture, yet often struggle with consistent and credible global visibility. Despite hosting exhibitions, supporting artists, and building communities, their stories, achievements, and impact often get lost in the noise.

**DXB News Network**, a UAE-licensed and globally connected media powerhouse, proudly presents **ARTDOMAIN**, the world's first editorial-driven ecosystem for art visibility. At the institutional level, we introduce **THE ART GUILD**: a dedicated support system designed to elevate institutions, curators, and organisers through structured, ongoing media presence.

This is not an advertising platform. It is a professional media partnership model. It ensures that your exhibitions, projects, artists, and milestones are consistently documented, published, and amplified — both locally and globally across our ecosystem as well as on LinkedIn, Facebook, Instagram, TikTok, YouTube, and through our extended networks.

If you are serious about building long-term digital trust, reputation, and branding for your art initiative, **THE ART GUILD** is your gateway.

### What You Get as a Member of THE ART GUILD (Annual Membership – AED 15,000)

- Inclusion of a minimum of **10 artists** under your institutional membership (*you may add more artists as needed with 1500 AED per head as the direct enrolment fee is 3500 AED and limited for 50 only*)
- **Dedicated profile for your institution** (gallery, agency, centre, or curation body)
- **Unlimited press release publishing** for your events, launches, and exhibitions
- **Full event coverage support:** Pre-event, during-event, and post-event editorial exposure
- **Custom graphic design support** on demand for events, exhibitions, invitations, and promotional material (printable + digital)
- **Video news support:** Submit your event videos through your portal; our editorial team will edit and publish them as news stories
- **Targeted exposure** across DXB News Network's ecosystem and its international media partners
- **Branding visibility** through backlinks, category placements, and cross-platform promotion



- **Shared artist exposure:** Artists under your institution will be highlighted through event features and collective coverage
- **Private portal access:** Institutions receive their own dashboard to submit all materials directly — no dependency, no waiting; full control in your hands
- **SEO-based permanent visibility:** Even after membership ends, your published profiles and news remain indexed and visible

## Important Differentiation

- Artists enrolled under your institution receive shared visibility (group features, event-based promotions)
- Only directly enrolled A50 artists receive individual profiles and quarterly solo articles
- Institutions retain leadership and brand positioning while providing real media value to their associated artists
- Membership will be granted after evaluation of the institution's background, credibility, and relevance

## Eligibility & Terms

- Open to galleries, art centres, curators, art agencies, and cultural organisations
- Institutions must verify the authenticity of the artists enrolled
- Content must be original and professional; DXB News Network reserves full editorial rights
- Membership is non-refundable and non-transferable
- Each enrolled artist must be part of an actual exhibition, program, or verified project

## About the Institutional Portal

As a member, you gain access to a **private publishing portal** where you can:

- Upload event news, press releases, artist exhibitions, and video footage
- Request custom graphic design materials for print and digital campaigns
- Track submissions and publishing status independently
- Collaborate directly with the editorial team without needing follow-ups or approvals



This ensures that your institution operates with complete publishing freedom and agility, creating a strong, consistent, and professional presence across global art audiences.

## How to Join

- Submit your institution's profile, logo, and key event history
- Confirm your 10+ enrolled artists (minimum 10 required)
- Complete membership payment via secure invoice
- Access your publishing portal within 5 working days
- Start submitting and activating your global visibility immediately

**THE ART GUILD is not just a partnership. It's a legacy movement for the future of creative institutions.**

**DXB News Network | Powering the Visibility Backbone of Global Art.**



## THE ART GUILD | Institutional Membership FAQs

### General Understanding

#### Q1: What is The Art Guild?

The Art Guild is a structured global visibility ecosystem by DXB News Network for institutions, curators, and organisers to build long-term media presence, brand trust, and reputation.

#### Q2: Who can become a member?

Galleries, art centres, curators, art agencies, and art organisations from anywhere in the world.

#### Q3: Is the Art Guild a listing directory or an exhibition platform?

No. It's a real news-based media system — editorial driven, not event listings or ads.

#### Q4: Is the membership open or selective?

Selective. Membership is confirmed only after a background evaluation of the institution's authenticity and seriousness.

#### Q5: How much is the annual fee?

AED 15,000, including the visibility of a minimum of 10 artists.

### Features & Benefits

#### Q6: What do we get under the Art Guild membership?

- Dedicated institutional profile



- Unlimited news publishing
- Full pre-event, during-event, and post-event media coverage
- Custom graphic design support
- Video news publishing
- Access to the portal control
- SEO-based global visibility
- Collaboration opportunities across DXB's media ecosystem

**Q7: Can we enroll more than 10 artists?**

Yes. You can enroll more — minimum 10 is compulsory to start.

**Q8: Will enrolled artists get their profile like A50?**

No. Artists get shared visibility through event features under your institution's profile.

**Q9: Can we submit press releases for each event?**

Yes, unlimited. Every launch, exhibition, and announcement is eligible for coverage.

**Q10: Can we promote workshops, talks, and awards too?**

Yes, any verified cultural, educational, or artistic initiative can be promoted.



**Q11: What type of media formats are covered?**

Text-based articles, news reports, videos, graphic posters, digital invites.

**Q12: Which platforms will our news be promoted on?**

DXB News Network website, LinkedIn, Instagram, Facebook, TikTok, YouTube, plus extended media collaborations.

**Q13: Will our news be SEO-indexed?**

Yes. All your published articles and profiles are indexed on Google/other search engines and remain permanently searchable.

**Submission & Portal**

**Q14: How do we submit events and materials?**

Through your private institutional portal. You control uploads, requests, and updates.

**Q15: Is there any approval process after submission?**

Editorial review is done for quality and professionalism. Approved content goes live within 72 working hours.

**Q16: What about urgent events?**

You can mark urgent submissions via the portal. Fast-track publishing is available when possible.

**Q17: Who creates graphic designs for us?**

Our in-house design team, based on your request through the portal.

**Q18: How often can we request designs?**

As often as needed, for genuine events and exhibitions throughout the year.



#### **Q19: What about video support?**

You submit raw videos via the portal; our editorial team edits and formats them into news stories.

#### **Q20: Can we track our publishing status?**

Yes, your portal allows live tracking of your submissions and publishing progress.

### **Transactions & Sales**

#### **Q21: What happens if a buyer is interested in our artist's work?**

DXB News Network connects the buyer directly to your institution. The transaction (pricing, delivery, agreement) is between you, your artist, and the buyer. DXB News Network is not involved in the transaction or commissions.

#### **Q22: Who is responsible for authenticity and content quality?**

The institution is responsible for submitting original, professional, and verified materials.

### **Terms & Conditions**

#### **Q23: Is membership refundable?**

No. Due to the immediate start of editorial planning, membership is non-refundable and non-transferable.

#### **Q24: What if we do not renew after a year?**

Your published profiles and news will stay visible permanently. New publishing and editorial support will stop.

#### **Q25: Can we upgrade our plan during the year?**

Yes. You can discuss visibility upgrades or artist additions anytime with our team.

#### **Q26: Can we feature different cities or countries in our activities?**

Yes. Global activity is encouraged. Your institution's news can feature wherever you operate.



## Competitive Advantage

### Q27: How does The Art Guild boost our reputation?

Through consistent media exposure, Google-indexed visibility, branding across multiple art sectors, and association with a serious global readership.

### Q28: How is this different from traditional PR?

Typical PR gives a one-time promotion. The Art Guild builds a **365-day digital reputation** with real media publishing and audience credibility.

### Q29: Will we be eligible for international collaborations?

Yes. DXB News Network facilitates international collaborations, cross-publishing, and exposure through partner institutions worldwide.

### Q30: Why should we join immediately?

Because real branding takes time. Every month you delay, you lose compounded media presence, collector trust, and global positioning.

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**The Art Guild is your bridge to move from local events to international recognition, without depending on chance or viral marketing gimmicks.**