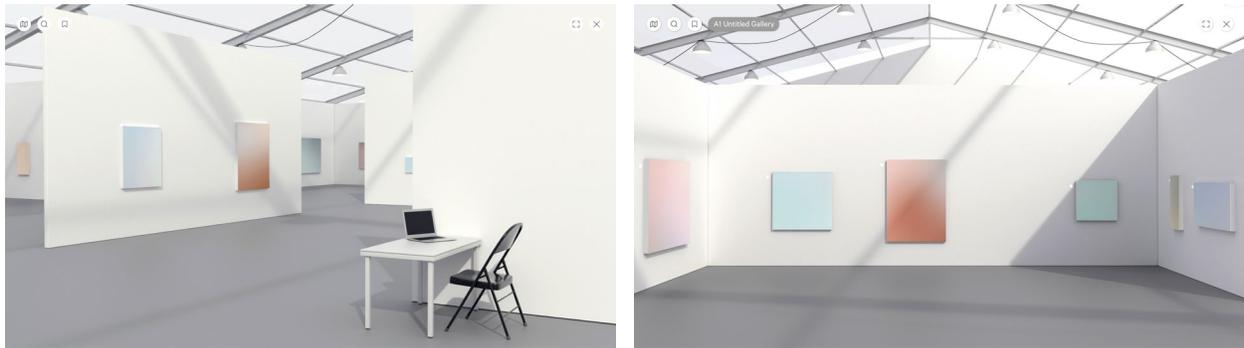


UNTITLED, ART Online, Powered by Artland.

UNTITLED, ART and ARTLAND
partner together to present the world's first virtual reality art
fair

UNTITLED, ART Online, powered by Artland, launches this
summer



Digital renderings of UNTITLED, ART Online, powered by Artland.

- The world's first virtual reality art fair, designed with the latest pioneering technology, provides a fully immersive and interactive visitor experience.
- UNTITLED, ART Online features an e-commerce platform and commission-based structure designed to minimize up-front costs to exhibitors.
- Collectors can engage in real time e-commerce, with features such as Buy Now and state-of-the-art chat tools that support instant messaging.
- Visitors are able to navigate fair aisles, adding to the sense of discovery and exploration that is lost in static online viewing rooms.

New York, May 15, 2020 – UNTITLED, ART is delighted to announce that it has partnered with Artland to create the world's first virtual reality art fair, constructed with the latest advancements in cutting-edge technology to provide a fully immersive and interactive digital experience as never before seen in the art world. Launching this summer, [UNTITLED, ART Online, powered by Artland](#), is the digital fair of the future.

"We are beyond excited to be launching UNTITLED, ART Online at a time when the art world is relying more heavily on digital engagement," states Jeffrey Lawson, founder of UNTITLED, ART. "This platform, the only virtual reality experience available in the art market, is something we have been hard at work on with Artland for nearly a year now and have decided to launch it earlier than intended in an effort to help reinvigorate the global art economy. Not only have we created an original and innovative virtual experience that is as close to being at UNTITLED, ART Miami Beach

as virtually possible, but we are also providing our clients with a state-of-the-art e-commerce platform at a time when they need it the most."

"The partnership we have created with Jeff and his team at UNTITLED, ART is unlike anything the art world has seen before. As leaders in art and technology, we have developed a world-class digital art fair by combining architectural modeling, gaming innovations, and e-commerce. And, the most exciting part is, this is only phase one of what we have planned," said Mattis Curth, co-founder and CEO of [Artland](#).

The inaugural edition of UNTITLED, ART Online, powered by Artland, will feature approximately 40 international exhibitors, set within UNTITLED, ART's iconic light-filled tent that has come to define the Miami Beach edition. The dynamic online fair, which will be accessible 24-hours a day when it launches, will showcase unique booth presentations and allow for life-like navigation through space, where visitors can quite literally stroll the aisles looking for new discoveries and unexpected juxtapositions that have come to define the art fair experience. Exhibitors will have the ability to customize their booth designs and re-hang artworks that have sold.

One of the most dynamic features of UNTITLED, ART Online is its e-commerce platform which facilitates real time buying, through its global financial partner, Escrow. The Buy Now option allows for transactions to take place on the spot, at all hours of the day, without the cumbersome need to engage in offline conversations. The fair itself is also available to be downloaded with all of the interactive features still available and performing in real time.

UNTTITLED, ART Online, powered by Artland, is proud to feature a transparent fee model, designed to minimize upfront costs to participating galleries, all of whom pay a nominal fee depending on booth size to cover dedicated IT support. Exhibitors have two choices in booth size – 200 square feet priced at \$1,000 USD or 400 square feet priced at \$3,000 USD – and participate in a sliding-scale commission structure based on sales.

The full exhibitors list for the inaugural edition of UNTITLED, ART Online, powered by Artland, will be announced shortly. For more information on UNTITLED, ART Online, please visit: www.untitled.artland.com.

For press inquiries, please contact Elizabeth Stewart at elizabeth@suttoncomms.com or call +1 212 202 3402.

About UNTITLED, ART

UNTTITLED, ART is an international, curated art fair founded in 2012 that focuses on curatorial balance and integrity across all disciplines of contemporary art. UNTITLED, ART innovates the standard fair model by selecting a curatorial team to identify and curate a selection of international galleries, artist-run exhibition spaces, and non-profit institutions and organizations, in dialogue with an architecturally designed venue.

Founded in Miami Beach in 2012, UNTITLED, ART expanded to San Francisco in 2017. The next edition of UNTITLED, ART will take place in Miami Beach from December 2–6, 2020.

About Artland

Artland is an online platform dedicated to all facets of contemporary art and which connects galleries and art collectors via the web and its proprietary app on a global scale. With a mission founded upon making contemporary art accessible and discoverable by lowering the traditional industry barriers, Artland has grown into the world's largest community of art collectors, the largest library of private collections, one of the most read art magazines in the world, and the biggest provider of comprehensive digital tools to galleries, including its renowned 3D recording services for gallery exhibitions. Artland innovates revolutionary technologies to help galleries improve their online presence, digital strategies, and all aspects of their artist representation. It simultaneously invites collectors and art lovers from all over the world to engage with the art market and its people and places, in unique ways.

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