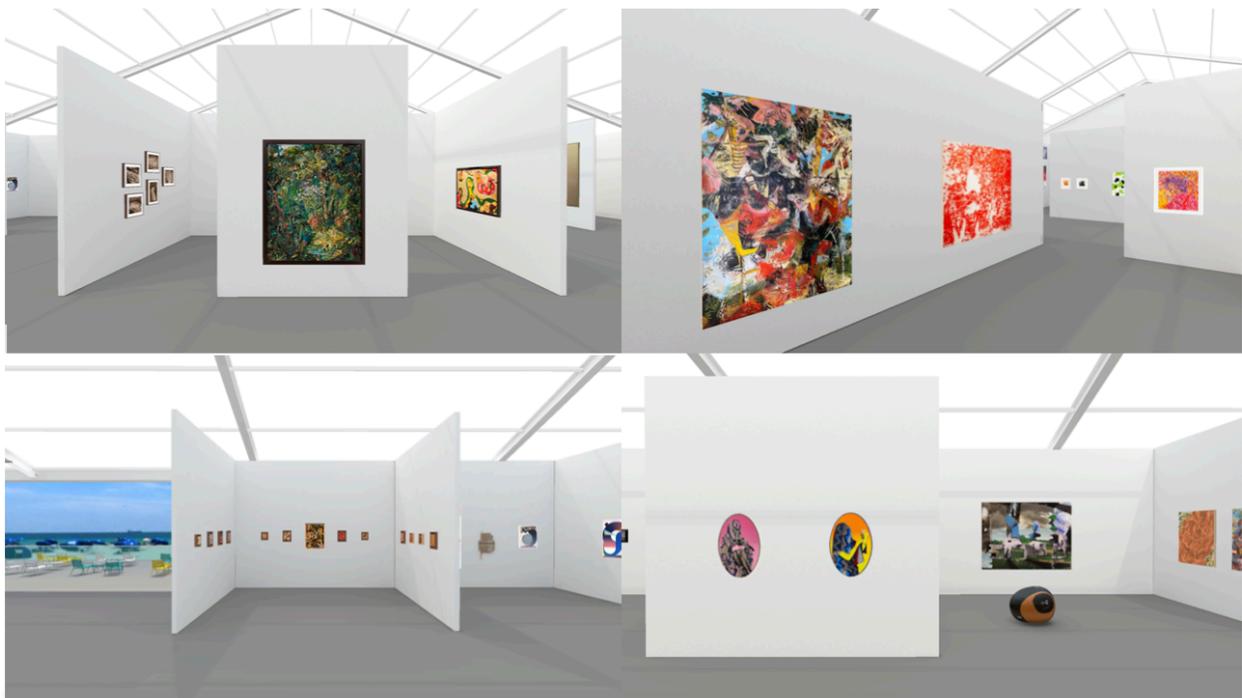


UNTITLED, ART Online, Powered by Artland.

UNTITLED, ART Online, Powered by Artland, Welcomed 60,000 Visitors to Inaugural Edition

The world's first virtual reality fair brought together 40 international galleries to present the digital platform of the future



Left to right, top to bottom: Installation images of Galeria Nara Roesler; Kavi Gupta Gallery; Charles Moffett; and Shulamit Nazarian at UNTITLED, ART Online, Powered by Artland.

New York, August 10, 2020 – The inaugural edition of **UNTITLED, ART Online, Powered by Artland**, the world's first virtual reality fair, closed last night at midnight, after welcoming 60,000 visitors from around the world. The fair ran from Friday, July 31 through August 9, with a Preview Day on Thursday, July 30.

Introduced to the market for the very first time, the virtual reality platform, pioneered by UNTITLED, ART and Artland, demonstrated that collectors from around the world are eager to engage with sophisticated technology in order to better experience and ultimately purchase works of art online through an interactive e-commerce platform. One in ten visitors actively engaged with features original to UNTITLED, ART Online such as "Buy Now" and "Make an Offer" as well as with the chatrooms, which supported real-time communication with exhibitors.

"We are extremely pleased with how the technology performed during our inaugural fair. Everyone we spoke with, from collectors to advisors to the exhibitors themselves, expressed that the VR experience was both intuitive and interactive, and most

importantly, provided a crucial context for viewing and presenting art in the digital space. We are encouraged by the depth of engagement and will continue to expand upon this technology for future iterations of the fair," said **Jeff Lawson**, founder, UNTITLED, ART.

"It was exciting to debut this technology to the art market for the very first time," said **Mattis Curth**, co-founder of Artland. "It's never been done before and to see how collectors and visitors were engaging with VR in totally new ways underscored the reasons why we partnered with Jeff and his team at UNTITLED, ART. The art world needed this technology to bring it into the future."

Designed to support collecting at every level of the market, **UNTITLED, ART Online, Powered by Artland**, debuted at a time when many galleries found themselves unable to engage with their audiences in meaningful ways once the art world moved online due to the global pandemic. **UNTITLED ART Online** launched this summer to provide a unique online platform to its partners for presenting and selling their artists' work. As a result, more than half of the fair's exhibitors reported strong sales throughout the run of the show and all were engaged in active conversations with collectors when the fair closed.

Notable sales included the **UNTITLED, ART Charitable Artist Edition** by Brooklyn-based artist **Genesis Tramaine**, which sold out within hours of the Preview Day. Produced in an edition of 50 by **Artspace & Phaidon**, proceeds from the sale benefited the **New York Foundation for the Arts (NYFA)**.

Bortolami Gallery confirmed sales by each of the gallery artists on view in their booth, from small framed drawings to large paintings, a highlight of which was **Rebecca Morris's *Untitled (#07-20), 2020***. Of the digital fair experience, **Evan Reiser, Associate Director**, said that "with the VR booth it was wonderful to give people the opportunity to consider each work in three-dimensional space, in true scale and in context to one another, which is easier said than done on a digital platform."

Director **Frederik Schampers** shared that **Galeria Nara Roesler** sold two large works by **Vik Muniz** on opening day.

Fredericks & Freiser sold works by **Jenna Gribbon, Jocelyn Hobbie** and **Cristina de Miguel**, among others. According to **Jessica Fredericks**, "Sales were strong and we were pleased to meet a number of new collectors. I think the VR technology is an important extension of the online fair experience and looks to us like a real way to navigate forward during these times and beyond."

"As a younger experimental gallery, it was great that UNTITLED, ART Online provided us with this virtual platform. Especially at a time when presenting and selling artwork is so challenging due to the pandemic," said **Michael Fleming, Director at Selenas Mountain**, which placed multiple works by **Dana Robinson**.

"While no online art fair could replace the invaluable face-to-face interactions we cherish within the contemporary art community, the cutting-edge technology employed in UNTITLED, ART Online enabled us to make new discoveries, and connect with new clientele which was refreshing given how distanced everything has been of

late," said **Kavi Gupta**. "In changing times it is exciting to offer our audience a further level of engagement with our program, even if it's from behind a computer screen."

Additional sales highlights included **Andrew Brischer** at **Gavlak Gallery**; **Rudy Shepherd** at **LatchKey Gallery**; **Elizabeth Ibarra** at **The Pit**; and **April Bey** at **UPFOR**.

"A virtual walk through of UNTITLED, ART Online evoked the excitement of discovering a well-curated booth at an art fair. Experiencing the juxtaposition of sculpture, painting, and photography created interesting conversations between the pieces, in stark relief to the typical sequential viewing of artworks in previous online fairs. The ability to save favorite artworks to multiple "boards" made it easy to organize carefully curated selections for individual clients," said Laura Smith Sweeney of **Laura Smith Sweeney Art Advisory**.

"While I miss bumping into friends at art fairs, UNTITLED, ART Online was an easy way to explore and discover new galleries and artists. What a treat to be able to view artworks from all over the world while in my pajamas," said collector **Pamela Hornik**.

Art advisor **Liz Parks** commented, "In these uncertain times, it is integral that the arts community in general and art fairs in particular take the leap into uncharted waters to try new means of carrying our businesses forward. I applaud UNTITLED, ART for pushing the online art fair envelope with its VR component, which successfully married the elegant beachside tent of their Miami fair with the convenience (and current necessity) of browsing for art online. The format lent itself to a diverse array of galleries who, IRL, might otherwise been pulled in different art fair directions, and the diversity of presentation was quite refreshing."

The inaugural edition of **UNTITLED, ART Online** welcomed 40 international contemporary galleries and presented original programming throughout the week. For additional information, please visit untitled.artland.com.

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About UNTITLED, ART

UNTITLED, 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.

For more information on UNTITLED, Art, please visit untitledartfairs.com.

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.

For more information on Artland, please visit artland.com.

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