

# Company Profile & Capabilities

# FITZ & CO

Updated March 2014



423 WEST 14 STREET, SUITE 429-2F  
NEW YORK, NY 10014  
212-627-1455

212 26 STREET, SUITE 257  
SANTA MONICA, CA 90402  
310-395-2900

[www.fitzandco.com](http://www.fitzandco.com)



# TABLE OF CONTENTS

Company Profile  
& Capabilities

3	Who We Are
4	What We Do
5	Who We've Worked With
7	Our Approach
8	How We Work
9	Target Audiences
10	Services
16	Our Team
17	Conclusion





## WHO WE ARE

FITZ & CO is a leading strategic communications, marketing, audience development, and events firm specializing in contemporary arts and culture with offices in New York City and Los Angeles.





## WHAT WE DO

FITZ & CO offers integrated public relations campaigns that include media relations, reputation and crisis management, social media strategy, marketing counsel, messaging and positioning guidance, thought leadership, influencer engagement, audience development initiatives, and innovative events.



LA><ART



Art | Basel

JUDD

FAENA

Ruinart



aspenartmuseum

HangarBicocca

CaLARTS



MOCA



PARRISH  
ART MUSEUM



THE BRANT FOUNDATION  
ART STUDY CENTER

*Rauschenberg*  
GAGOSIAN

CHRISTIE'S  
Tate Americas Foundation

SKARSTEDT



HUGO BOSS  
SHARJAH ART FOUNDATION



## WHO WE'VE WORKED WITH

FITZ & CO represents a diverse, global roster of clients including leading museums, art fairs, galleries, and cultural organizations, as well as celebrated brands that support the arts.

21c Museum Hotels  
 Absolut Art Bureau  
**Art Dealers Association of America**  
**The Art Show**  
**American Friends of Fondation**  
**Beyeler**  
 Americans for the Arts  
**Art Basel**  
 Art Production Fund  
 Art Review  
 Artnet.com  
 Artsy  
**Aspen Art Museum**  
 Audemars Piguet  
 AXA Art Insurance Corporation  
 Bellagio Gallery of Fine Art  
 Bernardaud  
 Biennale of Sydney: 1998 and 2000  
 Bloomberg L.P.  
 BMW  
 The Brant Foundation Art  
 Study Center  
 Brooklyn Museum  
 Bugatti  
**California Institute of the Arts:**  
**CalArts**  
**Cahiers d'Art**  
**Cardi Gallery**  
 Carnegie Museum of Art  
 Celebrity Cruises Art Collection  
 Cheim & Read  
 Christie's  
 Cisneros Fontanals Art Foundation  
**Cultural Services of the French**  
**Embassy**  
**Culture Lab Detroit**  
**Dallas Contemporary**  
 Davidoff

The Dedalus Foundation  
 Dia Art Foundation  
 eBay  
**Edge of Arabia**  
 El Museo del Barrio  
 Ellipse Foundation Contemporary  
 Art Collection  
**Faena Miami Beach**  
 Fairchild Tropical Botanic Garden  
 FLATT  
 FLAX Art Foundation  
 ForYourArt  
**Friedman Benda**  
 Fundación Cisneros  
 Gagosian Gallery  
 The Guardians: Hero and Superhero  
 HangarBicocca  
 Haunch of Venison  
 HUGO BOSS  
 illycaffé  
 Irish Hospice Foundation  
 Italian Trade Commission  
 John S. and James L. Knight  
 Foundation  
 Judd Foundation  
 Kimball Art Center  
**Kohn Gallery**  
 LAXART  
 Lehmann Maupin Gallery  
 Lever House Art Collection  
 Linda Pace Foundation  
**Lizworks**  
 Louise Blouin Media  
 Lower Manhattan Cultural Council  
 Lyon Biennale  
**Madison Square Park**  
**Conservancy /**  
**Mad. Sq. Art**

Magnan Metz Gallery  
 MCA Denver  
 Miami Art Museum  
 Michael Werner Gallery  
**Mitchell-Innes & Nash**  
 Mnuchin Gallery  
 Museum of Contemporary Art,  
 Cleveland  
 Museum of Contemporary Art,  
 Los Angeles  
 Moët Hennessy  
 monopol  
 Museu de Serralves  
 Museum at Eldridge Street  
 National Trust for Historic Preservation  
 Neue Galerie  
 The New York Botanical Garden  
**Norwegian Icons**  
**NSU Museum of Art Ft. Lauderdale**  
 Paddle8  
**Paris Photo Los Angeles**  
**Parrish Art Museum**  
 Paul Kasmin Gallery  
**Performa**  
 Perrier  
 Philip Johnson Glass House  
**Pizzuti Collection**  
**PMM Art Projects**  
 Portugal Arte  
 P.S.1 Contemporary Art Center  
 Queens Museum of Art  
**Rauschenberg Foundation**  
 RFR / Lever House Art Collection  
**RH Contemporary Art**  
 Rubell Family Collection  
**Ruinart**  
 Santa Monica Museum of Art

São Paulo Bial: U.S.  
 Representation, 2002  
**Sean Kelly Gallery**  
**Selima Optique**  
 Sender Collection  
**Sharjah Art Foundation**  
 Site Sante Fe  
**Skarstedt Gallery**  
 Skowhegan  
 Solomon R. Guggenheim Museum  
 Starn Studio  
**Storm King Art Center**  
 Tate Americas Foundation  
**Taymour Grahne Gallery**  
 Ullens Center for Contemporary Art  
 Van Doren Waxter  
 Venice Biennale: Australian Pavilion,  
 2005  
 Venice Biennale: Bahamas Pavilion,  
 2013  
 Venice Biennale: British Pavilion, 2001  
 Venice Biennale: Danish Pavilion,  
 2013  
 Venice Biennale: Icelandic Pavilion,  
 2013  
 Venice Biennale: Portuguese Pavilion,  
 1997 and 1999  
 Venice Biennale: U.S. Pavilion,  
 1995 and 1999  
 Volkswagen  
 Walker Art Museum  
 The Watermill Center  
 West of Rome Public Art  
**why design**  
 Wright  
 Yaddo

## WHO WE'VE WORKED WITH

We pride ourselves on helping our clients successfully navigate their communications challenges through thoughtful short-term engagements and extensive, multi-year partnerships. This list outlines the over 100 clients that we have worked with over the last 18 years. Current clients are bold.



# OUR APPROACH

FITZ & CO was founded in 1995 with the goal of providing contemporary communications strategies for established and emerging leaders in the global art world. As the communications landscape is constantly evolving, we strive to remain at the forefront of our fields, providing our clients creative and customized campaigns. We believe in a holistic, integrated approach to public relations, focusing on media relationships, audience development, strategic marketing initiatives, and social media. This hybrid approach allows our clients to successfully engage their target audiences through multiple platforms.

As our clients needs have expanded, so have the services we provide. We are pleased to present this company profile illustrating our capabilities and introducing the services we offer. Our clients are on the cutting edge of the art world, and they deserve communications, marketing, and event strategies that are as dynamic and thoughtful as they are.



# HOW WE WORK

We think of our relationship with clients as a multifaceted, strategic partnership. We have extensive experience problem-solving within a diverse range of environments.

Throughout your engagement with us, we will help you navigate challenges by:

- Serving as an advisor on public relations, marketing, audience development and social media issues.
- Combining creative brainstorming with detail-oriented implementation skills and perceptive analysis.
- Providing rigorous project management focused on deliverables.
- Staying connected through regular meetings, calls, and emails.
- Customizing the way in which we communicate and collaborate to best suit your needs and organizational culture.





# TARGET AUDIENCES

Our goal is to successfully position our clients within global art networks. We will facilitate your alignment with key influencers and art thought leaders by engaging the following target audiences:

## ART WORLD

Artists; architects; curators and museum directors; collectors, patrons of the arts and museum donor groups; art students; cultural tourists, gallerists and private art dealers; industry opinion leaders.

## MEDIA LANDSCAPE

Editors of, critics and writers for major magazines, newspapers, and online publications; producers and hosts of broadcast TV and radio; all arts, culture, fashion, lifestyle, business, and finance outlets across print, broadcast, and online media.

## SOCIAL WEB

Influencer accounts and art world communities on Facebook, Twitter, Instagram, Tumblr, Pinterest, Vimeo, YouTube and Google+.



# SERVICES

We will develop a customized suite of services specifically tailored to the needs of our clients. Our service offerings fall into the following categories:

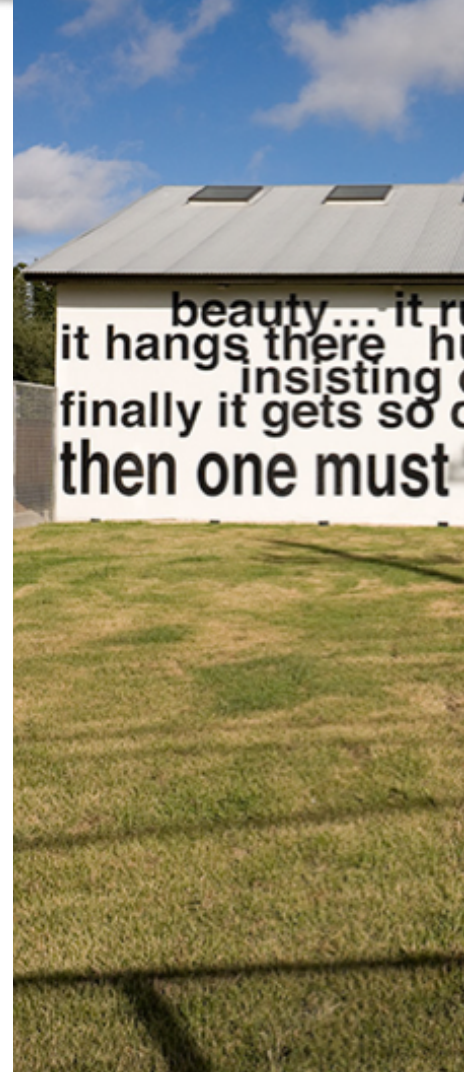
- Media Relations
- Social Media Strategy
- Strategic Marketing Counsel
- Audience Development
- Special Event Consultation





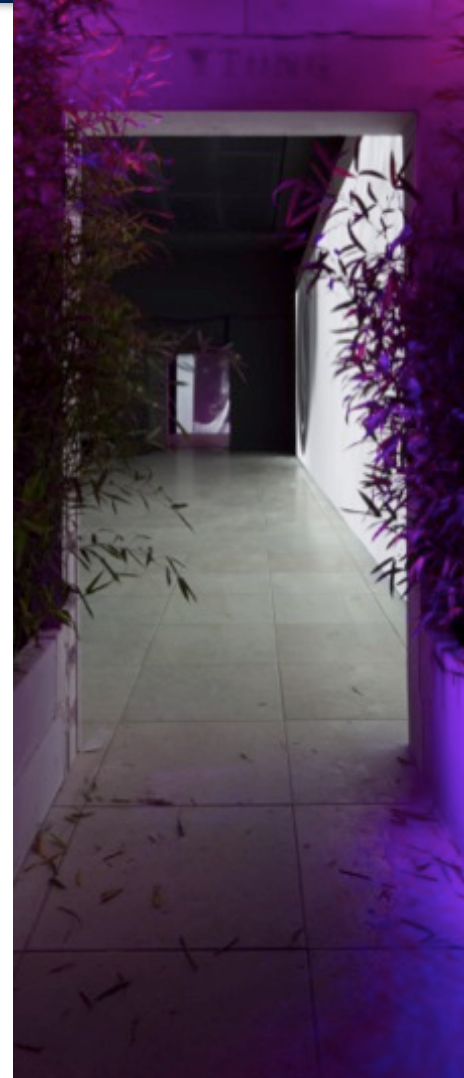
### MEDIA RELATIONS

- International, national, and local media outreach
- Implementation of local to global media campaigns
- Developing strategic message platform and key messaging
- Writing and editing of media releases and related communications materials
- Crisis communications strategies and counsel
- Media trip planning, execution and staffing
- Tracking and reporting



### SOCIAL MEDIA STRATEGY

- Advise on the creation of integrated social media campaigns
- Single and multi-platforms starter kits
- Adaptation of content for social media channels
- Promotion of special events and initiatives
- Custom content creation
- Real-time event services
- Consulting and on-site training
- Tracking and performance metrics



### STRATEGIC MARKETING COUNSEL

- Marketing and communications audits and assessments
- Institutional messaging and positioning
- Mission / vision articulation
- Stakeholder research and audience research oversight
- Target audience definition
- Strategic planning for communications and development opportunities
- Integrated marketing and communications plans
- Nomenclature evolution and tagline development





### AUDIENCE DEVELOPMENT

- Relationship building with art world opinion leaders and influencers
- Guest list cultivation and oversight, RSVP collection, and on-site management
- Outreach to and activation of museum trustee donor groups
- Strategic partnership and sponsorship development



### SPECIAL EVENT CONSULTATION

- Conceptualization of customized events
- Event strategy counsel
- Media and special event production and management
- Partnership development, onsite management, and brand activation
- Event media and event photography coordination





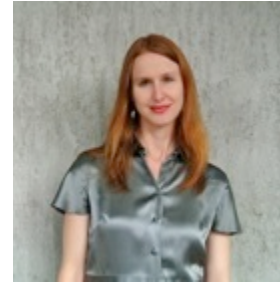
Sara Fitzmaurice  
President



Nicole Levinson  
Senior Vice President



Anne-Marie Bazzani  
Vice President



Meg Blackburn  
Vice President



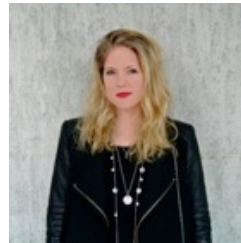
Rebecca Taylor  
Vice President



Katrina Weber Ashour  
Assistant Director



Susi Kenna  
Assistant Director



Anna Rosa Thomae  
Assistant Director



Jenny Isakowitz  
Senior Account Executive



Liza Eliano  
Junior Account Executive



Katya Khazei  
Junior Account Executive



Taylor Maatman  
Junior Account Executive



Fabiola Velez  
Junior Account Executive



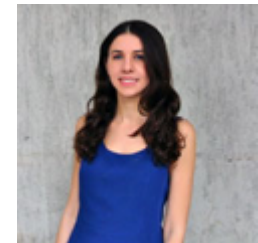
Charlotte Bancroft  
Account Coordinator



Camille Desprez  
Account Coordinator



Nicole Rumore  
Account Coordinator



Elizabeth Melnitzky  
Database Coordinator

## OUR TEAM

FITZ & CO's bi-coastal, multi-lingual team is a diverse and dedicated group of public relations professionals with a passion for the art world. Known for this rare blend of expertise and interest, our team delivers results that resonate within the cross-section of art world and media. To learn more about our team visit [www.fitzandco.com/staff](http://www.fitzandco.com/staff).



We have great confidence in our ability to successfully collaborate with you.  
Thank you for the opportunity to submit our company profile and capabilities.  
We hope to have the opportunity to work with you and continue the conversation.

#### CONTACT

Sara Fitzmaurice, President

[sara@fitzandco.com](mailto:sara@fitzandco.com)

212-627-1455

# FITZ & CO



423 WEST 14 STREET, SUITE 429-2F  
NEW YORK, NY 10014  
212-627-1455

212 26 STREET, SUITE 257  
SANTA MONICA, CA 90402  
310-395-2900

[www.fitzandco.com](http://www.fitzandco.com)

