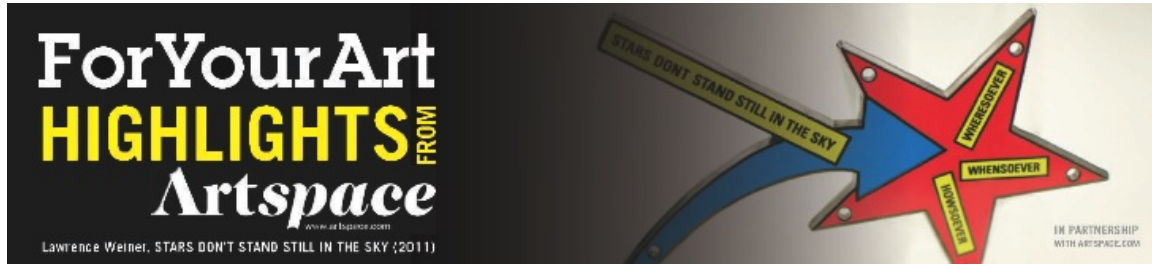


For Immediate Release

ForYourArt

ForYourArt Partners with

Artspace, ARTBOOK | (D.A.P.), s[edition], Blacklots, and Effect LA



Partnerships Reflect ForYourArt's Mission to provide access to art through curated content, educating and empowering its audiences and collectors – Both Online and Off

Los Angeles/New York (February 13, 2012)—[ForYourArt](#), the lighthouse brand and definitive online source for opportunities to see, collect, and learn about art in Los Angeles, announces partnerships with some of the most innovative and relevant platforms for acquiring and seeing art. With more ways than ever to buy art and art-related objects online, ForYourArt is working closely with [Artspace](#), [ARTBOOK | \(D.A.P.\)](#), [s\[edition\]](#), and [Blacklots](#) to create a succinct gateway for arts engagement and patronage. ForYourArt is also extending its mission off-line with Effect LA, which will serve to inform people about all the cultural offerings available in Los Angeles.

"I'm committed to empowering the 'art interested' to organize their own experiences in the art world, and the most important first step is looking in the right place," states ForYourArt Founder and CEO Bettina Korek. "These partners represent a foundation as we strive to become a gateway to the best offerings both online and off."

About the Partnerships:

ForYourArt will highlight exceptional content from the arts acquisitions websites Artspace, s[edition], and Blacklots through co-branded partnership pages that can be accessed from the ForYourArt rotating homepage banner (as pictured above). ForYourArt readers will be able to become members of these sites, which will give them access to insider prices, exclusive private sales, a first look at new works, and

invitations to special events.

Artspace.com is the leading online marketplace for contemporary art and offers limited editions and original works—by world renowned artists and those who are just emerging—and makes them available for sale online, at accessible prices.

Blacklots is a curated art-auction platform for the resale and acquisition of contemporary art. **s[edition]** offers limited-edition digital versions of artworks that are accessible to the owner via smartphone, computer, and TV. Each of these companies proposes an engaging and accessible way to collect art at any level.

ARTBOOK | (Distributed Art Publishers/D.A.P.) is the art world's favorite site for books on art and culture from the world's finest museums and independent publishers. It has launched a special section on its site of book offerings curated by ForYourArt. Fine art books are the perfect entry point for art enthusiasts to delve into the art market, and this partnership continues what has been a longstanding project-based collaboration including the launches and support of publications including Hans Ulrich Obrist *A Brief History of Curating* and *Interviews Volume II*; Mark Bradford *Merchant Posters*, Doug Aitken *99 Cent Dreams* and *The Idea of the West*, and Bob Colacello *OUT*, among others.

The partnership with **Effect LA** brings ForYourArt tips off-line, and onto screens all over Los Angeles. ForYourArt will provide art itineraries and cultural tips to Effect LA, owner of the Coffee Bean & Tea Leaf cafes in-store digital television network, viewed by over 300,000 visitors a day. ForYourArt will continue its mission to find innovative ways to engage the public with the plethora of cultural happenings in Los Angeles through Effect LA.

These partnerships keep with ForYourArt's robust mission to get people involved with, and supporting the arts, artists, and exceptional cultural institutions through its weekly newsletter, **PLAN ForYourArt**, and its interactive website of editorial content, curated itineraries, cultural maps, and other resources.

About ForYourArt | ForYourArt.com | [@ForYourArt](https://twitter.com/ForYourArt)

ForYourArt is committed to providing insightful cultural information and recommending ways in which readers can engage with exceptional arts organizations. ForYourArt produces *PLAN ForYourArt*, a weekly e-newsletter that curates opportunities to see, collect, and learn about art with the goal of educating its readers about new ways to enrich their lives in the areas of arts engagement and patronage. The newsletter currently has 12,000 subscribers, reaching over two million readers through syndication partners including Effect LA/The Coffee Bean & Tea Leaf and The Huffington Post.

ForYourArt actively produces collaborations for arts promotion. Clients and partners have included Alumnos 47, Frieze Art Fair, The J. Paul Getty Trust/Pacific Standard Time, Los Angeles Department of Cultural Affairs, MOCA, Soho House and

Ovation TV. ForYourArt is proud to support the Institute of the 21st Century, a non-profit initiative for Hans Ulrich Obrist's Interview Project, and L.A.P.D. – LA><ART's Public Art Initiative with ForYourArt. ForYourArt is owned by Bettina Korek, Inc.

Founder Bettina Korek is a member of the Los Angeles County Arts Commission and served on the Board of Governors of the Natural History Museum of Los Angeles County from 2005-2009.

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BLACKLOTS

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effect LA

s[edition]