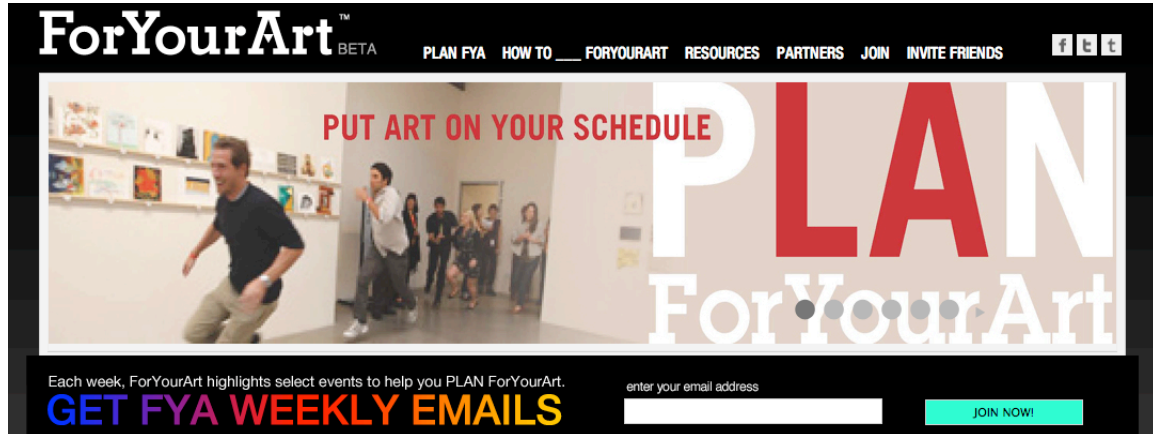


For Immediate Release



*"As the world changes radically, how do we honor those that came before and at the same time evolve the systems that must change?" —Bettina Korek*

## **ForYourArt, Los Angeles's Premier Art Guide, Debuts New *PLAN ForYourArt* Weekly E-Publication**

### **New Web Site Features Expanded Editorial Content and Design**

### **ForYourArt to Celebrate *Pacific Standard Time: Art in L.A. 1945-1980*, the Getty's Region-Wide Collaboration**

September 28, 2011 (Los Angeles)—**ForYourArt**, the premier guide to the Los Angeles art scene, just launched the new ***PLAN ForYourArt***, a weekly e-newsletter that curates opportunities to see, collect and learn about art with the goal of educating its readers on new ways to enrich their lives in the areas of arts engagement and patronage.

Acknowledging a growing audience for arts in Los Angeles, *PLAN ForYourArt* introduces featured listings and fresh insight, geared towards providing the art curious subscriber with the “essentials” of the growing art landscape. Art world insiders contribute weekly top picks for must-see happenings, with heavy emphasis on visual content, to give users a comprehensive preview of upcoming events and exhibitions around the city.

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.

A new **ForYourArt.com** features expanded editorial content that serves an unmet demand for spectators and players seeking insight on how to intelligently navigate the contemporary art world. ForYourArt launches after a private beta test drew thousands of readers and became the premier guide to the Los Angeles art scene.

Under the leadership of founder **Bettina Korek**, ForYourArt.com provides its users with unprecedented access and an insider's perspective. The site includes neighborhood and public art maps, and a new billboard feature will be a venue for artist-designed ads to promote web projects, beginning with Doug Aitken's *Black Mirror*.

### **ForYourArt and *Pacific Standard Time***

For its latest collaboration as a consultant to *Pacific Standard Time: Art in L.A. 1945-1980*, ForYourArt is hosting a series of curatorial presentations at Soho House West Hollywood and acting as liaison to over 70 galleries participating in the Getty region-wide initiative.

ForYourArt will provide a special weekly ***PLAN ForYourArt Pacific Standard Time edition*** with highlights from guest contributors including artists, curators and collectors and an exclusive series of *Pacific Standard Time* neighborhood guides with a focus on public transportation by Alissa Walker. Bettina Korek will also blog for PacificStandardTime.org.

### **About ForYourArt | [www.ForYourArt.com](http://www.ForYourArt.com) | @ForYourArt**

ForYourArt is committed to providing insightful cultural information and recommending ways in which readers can become patrons and engage with exceptional arts organizations, many of which ForYourArt continuously supports, such as 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 a trusted resource in Los Angeles, and is frequently named as a leader in providing information and content about the art world. Under the guidance of Bettina Korek, ForYourArt actively produces collaboration for arts promotion. At the Coffee Bean & Tea Leaf—a popular chain of Los Angeles cafés—ForYourArt currently provides digital content for the in-store Effect LA network that encourages the shop's millions of monthly visitors to stop by area museums.

### **About Bettina Korek**

Bettina Korek is the Founder and CEO of ForYourArt, which she established in 2006. ForYourArt has provided Korek with an experimental platform for arts patronage and collaboration with partners including Doug Aitken, Artbook, John Baldessari, City of Beverly Hills, Cultural Affairs Department of Los Angeles, Hans Ulrich Obrist, LA><ART, Marilyn Minter and the Venice Biennale.

After graduating from Princeton in 2000, Korek joined the Los Angeles County Museum of Art (LACMA) to strengthen the museum's development, communications, and marketing departments. In 2005, she created LACMA's first young patrons group, the President's Circle Avant-Garde. Korek has been acknowledged for her pioneering arts advocacy in publications including the *Los Angeles Times*, *New York Times* and *Art + Auction*.

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