

FITZ & CO in Partnership with Tumblr
Announces the Launch of “Readymade”
The First Tumblr Theme Designed Specifically for the Art World



readymade

New York (September 23, 2013) — [FITZ & CO](#), international arts public relations firm, has partnered with premium theme shop Pixel Union to launch the first-ever art world-specific Tumblr theme for museums, galleries, foundations and non-profit cultural institutions. Titled “Readymade,” the theme offers a tailored experience for the art world. The first to adopt the theme include the esteemed [Los Angeles County Museum of Art](#), LA-based public platform and activity space [ForYourArt](#), [Lehmann Maupin Gallery](#), [MoMA PS1](#), [Paul Kasmin Gallery](#), and [Philadelphia Museum of Art](#), creating a new precedent for the art world in the digital media space.

In Tumblr’s six-year history, “Readymade” is the first theme out of over 1,250 currently available to be designed with a specific industry in mind. “Readymade” amplifies art-world content with subtle design features, customization options, and curatorial capabilities, making it easier for users to highlight selected works, exhibitions, and artists.

Annie Werner, Tumblr’s Arts Evangelist, elaborates, “For an industry with rich visual content, the art world is uniquely positioned for Tumblr. We have a vested interest in providing the best platform for people, businesses, and brands in the fine and contemporary art world to share and create content. After months of collaborating with FITZ & CO and Pixel Union to create ‘Readymade,’ it’s exciting to see the final product in use.”

FITZ & CO Social Media Strategist, Susi Kenna comments, “From a strategic marketing and PR 2.0 perspective, having a presence on Tumblr puts the art world in a powerful position to tell dynamic stories with ease. For those seeking a heightened social media presence and engagement with cultural audiences, integrating ‘Readymade’ into your communications strategy will transform a static web presence into a far-reaching, interactive conversation with millions of participants in the art world and beyond.”

Pixel Union’s Creative Director, Liam Sarsfield, describes “Readymade” as the most responsive theme ever built. “It is the perfect gallery. It’s a polished, professional space for curation, with limitless organization and more ways to feature content than ever before. Airy, flexible, and refined, ‘Readymade’ is the ultimate art object for art objects.”

“Readymade” is now available for purchase through the Tumblr theme garden. To learn more, view or download the theme please visit: <http://www.tumblr.com/theme/37860>



Join the conversation: #ReadymadeLaunch

About FITZ & CO



FITZ & CO is a strategic communications and marketing firm specializing in arts and culture with offices in New York and Los Angeles. Founded in 1995 by Sara Fitzmaurice, the firm offers integrated public relations campaigns that include: media relations, reputation and crisis management, social media communications, marketing counsel, thought leadership, influencer engagement, audience development services, and innovative event strategies. FITZ & CO represents a global roster of clients: the leading museums, art fairs, galleries, and cultural organizations from around the world, as well as celebrated brands that support the arts.

About Tumblr

Tumblr is a media network powered by an army of independent creators and home to an audience of more than 300 million unique visitors. Founded by David Karp in 2007, Tumblr is headquartered in New York City.

About Pixel Union

Pixel Union is a socially-conscious design agency that specializes in highly usable and highly customizable themes for Tumblr, Wordpress and Shopify. Founded in 2009, Pixel Union themes are now used by millions of people worldwide.

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