

## Sample Press Release

PRESS RELEASE – FOR IMMEDIATE RELEASE

OPENARTCOLLECTION.COM: MORE VIRTUAL ART FAIRS ANNOUNCED

New York, Wednesday, May 4th, 2011:

**Openartcollection.com has announced they will be hosting more virtual art fairs, opening up the world of art to anyone with a PC and an internet connection.**

Working in partnership with premier art fairs around the globe such as Art Amsterdam and Art-Athina, openartcollection.com is firmly set upon the road towards expanding the number of virtual art fairs they intend to present to both the public and their subscribed members.

### **A Fusion of Art and Technology**

Openartcollection.com will be presenting three separate art fairs in a virtual format in the next month. Each virtual fair is an online window to a physical art fair taking place at the same time. David Dehaeck, CEO of Openartcollection.com has this to say: “We (openartcollection.com) truly feel that making art fairs easily accessible to anyone with an internet connection is a cutting edge way to encourage more people to buy and collect art.” Openartcollection.com state that one of their goals is to encourage more people to visit art fairs, yet they are aware that for many people, a busy schedule often makes it difficult for them to find the time to visit a physical event. A virtual art fair brings the art to the viewer in an easily accessible manner.

### **Three Fairs with a Single Access Point**

The three art fairs which will be simultaneously presented as virtual fairs are:

- Art Amsterdam – May 10th until June 30th.
- Art Athina – May 11th until June 30th.
- Private Collectors Club (featuring a selection of works curated by Jan Hoet) – June 2nd until July 31st.

Each of these art fairs will be accessible in virtual format through the openartcollection.com website. Access is free of charge but visitors will need to register

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for at least a free basic subscription to view basic information about each piece exhibited.

### Membership for Buyers

There are three additional levels of membership available for buyers wishing to purchase art via any one of the online fairs presented at [openartcollection.com](http://openartcollection.com), and these are:

- Premium Plus – With this level of membership, buyers are given early admission and purchase rights a day before the fair opens to the public.
- Premium & Basic Plus – This level of membership allows buyers to place offers on pieces exhibited from the opening day onwards.
- Introducing the F-Factor: Friends, Followers and Fans

The [openartcollection.com](http://openartcollection.com) website is fully enabled with a range of revolutionary features designed to build a community and facilitate social networking. It is hoped that this community building will encourage transparency and enrich the art experience for visitors. One particular clever feature has been patented by [openartcollection.com](http://openartcollection.com) and enables members to transfer fans of a piece from a previous owner to a new one.

Journalists who wish to receive a sneak preview of any of these events are encouraged to do so by appointment. Interested parties should register with the site and they will have their membership upgraded to Premium Plus for full access. Alternatively, the press may contact [openartcollection.com](http://openartcollection.com) using the contact information found within.

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