



ART DEALERS ASSOCIATION OF AMERICA (ADAA) LAUNCHES NEW WEBSITE DESIGN WITH BLOG ON TUMBLR AND CUSTOMIZED SEARCH TOOLS TO HIGHLIGHT ADAA MEMBERS

On September 2, 2014, the Art Dealers Association of America (ADAA) proudly presents its remodeled website (www.artdealers.org) to promote its 183 member galleries and their distinguished programs. As part of a wider mission to demystify the gallery experience and engage a larger audience with art, the relaunched site, designed by the renowned firm BASIK, introduces three major changes: a visually enhanced homepage; a user-friendly search system for information on member galleries filtered by location, date, specialty, artist, and exhibition; and the ADAA's new Tumblr, the blog *Inside Stories*, presenting weekly interviews with dealers, previews, and art news.

The new site is designed to showcase leading galleries across the country and their exhibitions. To make visits easier and more enjoyable, a calendar to keep track of ADAA member openings and closings and an embedded Google map to plan gallery visits by neighborhood is included for use as a personal guide.

Inside Stories (the-adaa.tumblr.com) is the latest addition to the larger social media campaign #VisitTheGalleries, aimed at promoting ADAA members and attracting a new generation of art enthusiasts. Through the popular platform Tumblr, the blog offers illuminating, behind-the-scenes looks at the dealer's role in supporting artists and their work, planning and executing exhibitions around the world, and publishing scholarly catalogues.

The ADAA pages on appraisal services and advocacy efforts have also been updated. Their new components address frequently asked questions about the ADAA's role in evaluating art and advocacy efforts on behalf of galleries, museums and artists around the country. This newly expanded content will provide visitors with a stronger understanding of the ADAA's pivotal role in promoting excellence and integrity within the U.S. art community.

We are excited to introduce our new site as the fall season begins. It will be an invaluable resource for art world insiders and newcomers alike. Stay tuned for special coverage of the 27th annual Art Show in March at the Park Avenue Armory.

The new website and Tumblr are live as of September 2, 2014. You can also follow us on Twitter (www.Twitter.com/the_adaa), Instagram (www.Instagram.com/the_adaa), and Facebook (www.Facebook.com/ArtDealersAssociationofAmerica).

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