

NEW WEBSITE GALLERIESNOW.NET TEAMS UP WITH FRIEZE TO PROVIDE A GUIDE TO ART IN LONDON DURING THE FAIR

*** FOR IMMEDIATE RELEASE***

GalleriesNow.net is delighted to announce that it will be teaming up with the Frieze and Frieze Masters VIP programme this year.

The services provided by GalleriesNow.net will include a Frieze-centric edition of the site (www.GalleriesNow.net/frieze), aimed at helping users negotiate their way around galleries and art-related events in the city as well as the two fairs, and daily versions of its highly popular newsletter.

“It is great to be working with Frieze,” says co-founder Tristram Fetherstonhaugh. “GalleriesNow.net is all about helping people explore the art world so it is marvellous to work alongside two of the world’s premiere fairs. And we have great plans for furthering the relationship with an even deeper involvement at Frieze New York next year.”

A one-stop guide to the world’s best galleries, GalleriesNow.net is the brainchild of Tristram and his brother, Patrick. Both felt that the proliferation of galleries showing contemporary art necessitated a one-stop guide which was both informative and demystifying.

Says Patrick: “There are a number of websites that do listings, but we saw the need for something curated, to help find your way through all the options. Our objective is to present a clear and authoritative guide to the most interesting contemporary art at home and around the world, a platform which democratises and de-mystifies and helps people discover the art of our time.”

The aim of the site is to make it as easy as possible to engage with the exciting world of contemporary art. While initially created as a tool for consumers, it has also won plaudits from many leading art world figures, amongst them Hans Ulrich Obrist, co-director of Exhibitions and Programmes and Director of International Projects at the Serpentine Gallery, who considers GalleriesNow.net “Magnetic”.

One particular breakthrough piece of functionality offered by GalleriesNow.net is their NearMe facility, which automatically displays the closest exhibitions to your current location, encouraging and facilitating exploration of the artworld (www.GalleriesNow.net/NearMe).

Listing over 200 art galleries in 20 countries, the GalleriesNow.net site has already attracted impressive traffic and has sector-beating engagement rates with its weekly newsletter. Data is sourced directly from galleries that meet the criteria for inclusion, and moderated by the GalleriesNow.net team so that gallery, show and artist information is accurate and reliable and presented in a clear and consistent manner.

Adds Patrick Fetherstonhaugh: “Even though the contemporary art market is dynamic and growing, information is not readily accessible. We have developed a fantastic set of tools for collectors, curators and everyone involved with contemporary art to keep up with what’s going

on, and by the same token created the best way for galleries to publicise and promote their exhibitions programme.”

notes for editors

GalleriesNow.net was founded in 2013 by brothers Tristram and Patrick Fetherstonhaugh and is a curated showcase of the best contemporary art from around the world. Using proprietary algorithms and systems, the platform has established a unique way to provide contemporary art gallery information and offers users an objective overview of the art world.

Pictures, logos and a pdf of this document can be downloaded from www.GalleriesNow.net/media

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