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ART.SY BRINGS SOCIAL MEDIA TO TRADITIONAL FINE ART WORLD  
Art.sy, recently featured on the cover of New York Magazine, makes high-profile  
debut at TechCrunch Disrupt

NEW YORK, NY (May 25, 2010) -- Art.sy, the place to discover and share original fine art online, launched its much anticipated website today with a live demo by Carter Cleveland, who founded the company while still a student at Princeton University. Cleveland demonstrated the fine art platform, which is deeply integrated with social media and emerging technology platforms such as Facebook and Twitter, before an audience of over 1,500 leading technology innovators and investors at TechCrunch Disrupt. Art.sy was selected from over 500 startup companies worldwide to launch live on stage at TechCrunch Disrupt. Several leading New York galleries such as Ameringer | McEnery | Yohe , Hirschl & Adler, and Tibor de Nagy have partnered with Art.sy to feature their artists on the platform for the invitation-only launch, with many additional galleries expected to join in the coming weeks.

The elegantly designed Art.sy website (<http://art.sy>) helps collectors discover works they'll love from a large and carefully curated selection of original fine art. Collectors can also share artwork they like with friends using a Facebook application that publishes a gallery of favorite artworks, and a unique URL shortener that creates short and easily-identifiable links to artwork on Twitter. Art.sy also makes personalized artwork recommendations to collectors based on works they like and trends within their social networks.

Art.sy, whose team also includes art historian David Cleveland and former Christie's executive and Haunch of Venison gallery director Sebastian Cwilich, aims to become a trusted partner to artists and galleries, using the power of social networks and emerging technology platforms to expand the community of fine art collectors. In the coming weeks, Art.sy will announce the members of an advisory and curatorial board comprised of leading art world professionals. Like a traditional art advisor, Art.sy receives a commission when collectors purchase works from artists and galleries on the site.

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Media Contact: Caroline Lau, +1 (347) 989-2784 or [caroline@art.sy](mailto:caroline@art.sy).

### **About Art.sy**

Art.sy (<http://art.sy>) is the place to discover and share original fine art online. Art.sy inspires a passion for collecting by making the experience of discovering, sharing, and buying original art integral to new ways of interacting on social media and emerging technology platforms such as Facebook, Twitter, and the iPad. Art.sy will bring the energy and excitement of social media and emerging technologies to the traditional fine art world.

### **About TechCrunch Disrupt**

TechCrunch Disrupt (<http://disrupt.techcrunch.com>), May 24-26 2010, at 570 Washington Street, is TechCrunch's inaugural conference in New York attracting over 1,500 leading technology innovators and investors and over 150 new startups. The format combines top thought-leader discussions with new product and company launches. Morning executive discussions debate the most timely disruptions in media, advertising and technology. Afternoons host the Startup Battlefield where 25 new companies will launch for the first time on stage, selected to present from more than 500 applications received from around the world. Another 100 early-stage startups will exhibit in Startup Alley. TechCrunch will award a \$50,000 grand prize along with other award recognitions at the conclusion of the conference.

### **About TechCrunch**

TechCrunch ([www.techcrunch.com](http://www.techcrunch.com)) is a leading technology media network, dedicated to obsessively profiling and reviewing new Internet products and companies. Founded in 2005, TechCrunch and its network of websites reach over 8 million unique visitors and more than 25 million page views per month. TechCrunch operates a global network of websites including dedicated properties in Europe and Japan as well as specialized industry websites including MobileCrunch, CrunchGear, and TechCrunchIT. TechCrunch's CrunchBase, is the leading, open database about start-up companies, people and investors. In addition to Disrupt, TechCrunch hosts other conferences and events, including The Crunchies Awards and various meet-ups worldwide serving as community platforms for industry conversation and collaboration.