



THE ART WORLD'S DIGITAL REGISTRY

Why creatives choose .ART





www.skalar.art

These are some of the many benefits of using a .ART domain for your business, project, or passion.



Digital Showcase

A .ART domain offers a top-tier digital space to exhibit art collections, promote art initiatives, or display the artistic facets of a company's operations to a global audience.



Brand Reinforcement

A .ART domain emphasizes a company's commitment to art, culture, and community, enhancing visibility in art-related searches and attracting potential stakeholders interested in cultural investments.



Trust & Integrity

The .ART domain is synonymous with trust and integrity in the art world and beyond, communicating authenticity and credibility vital for building a robust reputation among stakeholders and within the broader art community.



A Future-Proof Asset

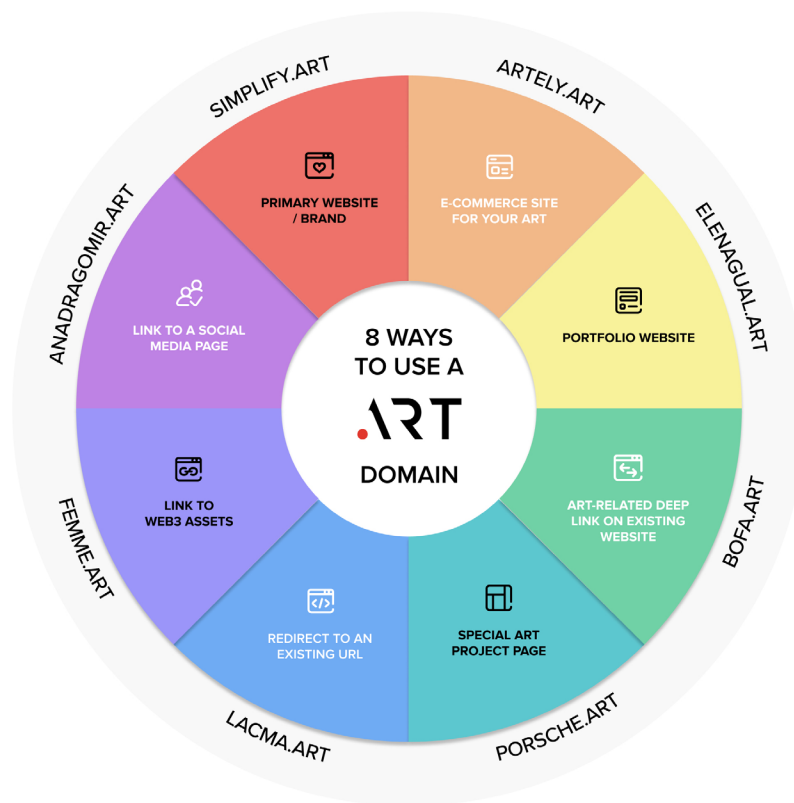
.ART leverages Web2 and Web3 technologies, functioning in the traditional web and as an ENS name in Web3. This enables the use of a .ART name to link to wallet addresses, NFT collections, smart contract addresses, or websites hosted in distributed IPFS storage—a significant advantage for anyone active in Web3 and Digital Art.



Digital Identity Management

.ART enables efficient digital identity management, offering advanced security features, user-friendliness, and seamless integration with existing corporate websites, benefiting stakeholders seeking a unique digital presence in the art world and beyond.

8 Smart Ways to Use a .ART Domain



1. Primary Website/Brand

Elevate your brand with a domain name that instantly communicates your connection to the art community.

3. Special Art Project Page

Highlight and promote a specific art project or exhibition with a dedicated .ART domain.

5. Portfolio Website

Showcase your work as an artist or designer with a personal portfolio website on a .ART domain.

7. Link to Web3 Assets

Connect your .ART domain to wallet addresses, NFT collections, or smart contracts in the emerging Web3 space.

2. Redirect to an Existing URL

Create a memorable and descriptive .ART link that redirects to an existing art-related or other URL.

4. Deep Link to Art Related Content Within an Existing Website

Use a .ART domain to directly link users to art-related content on your existing website.

6. E-commerce Site for Your Art

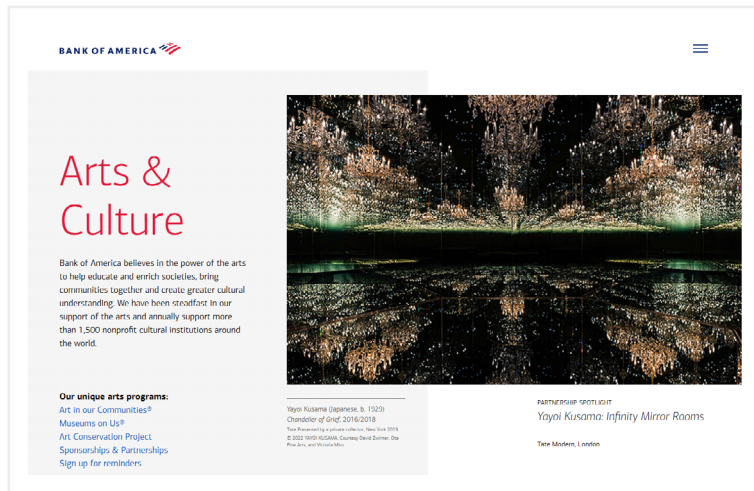
Sell your artwork online with a .ART domain that reflects your creativity and authenticity.

8. Link to a Social Media Page

Create a simple and memorable .ART link to your social media profiles, enhancing your online presence.

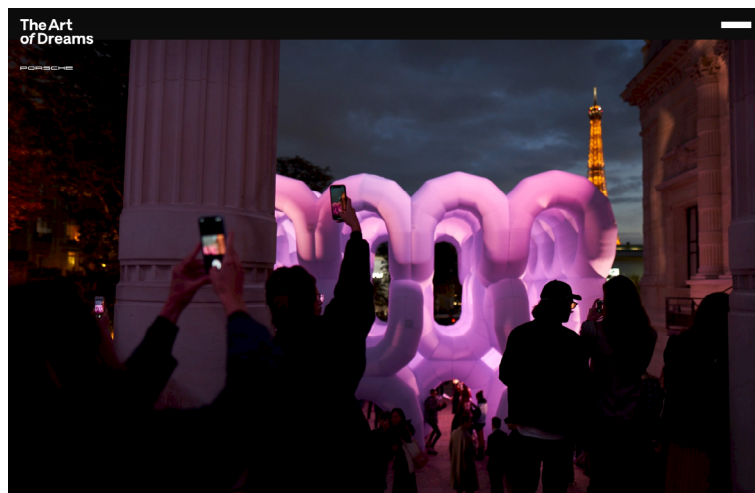
Case Studies & Examples

Embracing a .ART domain is more than just having a unique web presence. Here's how some renowned companies have leveraged it:



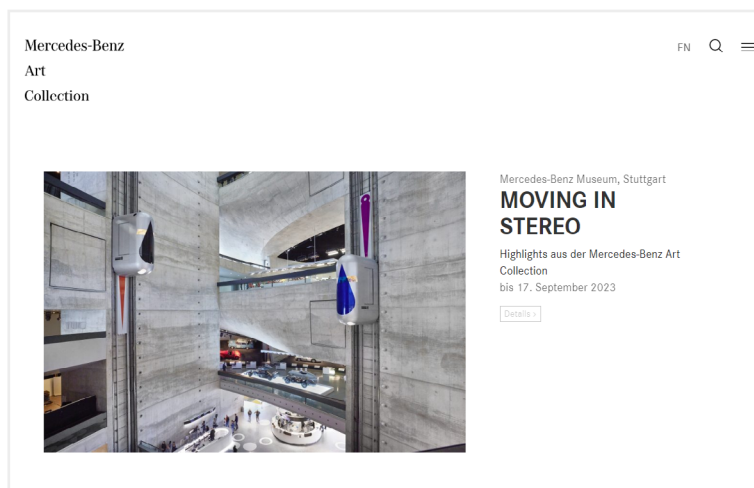
Bank of America

Used a .ART domain to showcase their extensive art collection and cultural partnerships.



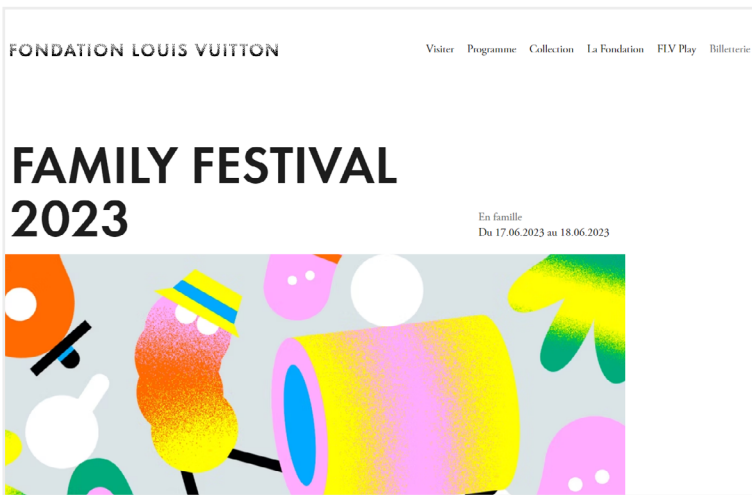
Porsche

Highlighted their commitment to art and design with a special .ART site.



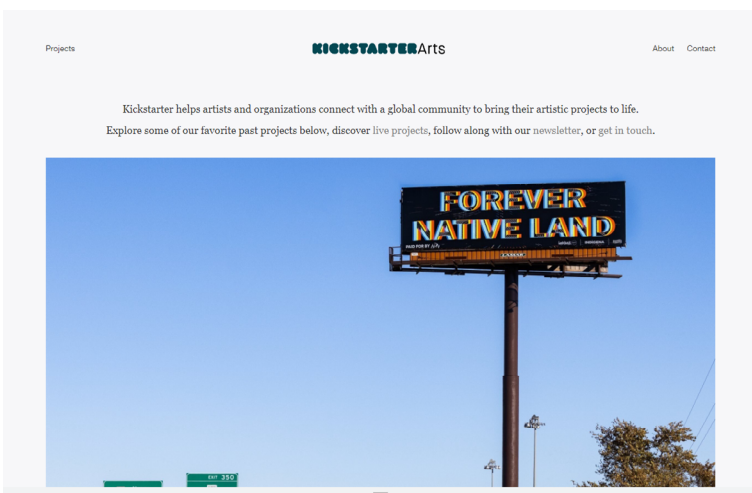
Mercedes Benz

Created a .ART domain to display their artistic collaborations and design innovations.



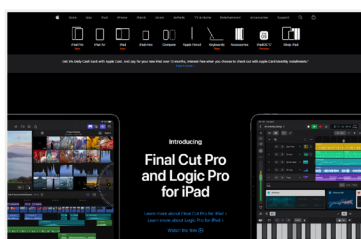
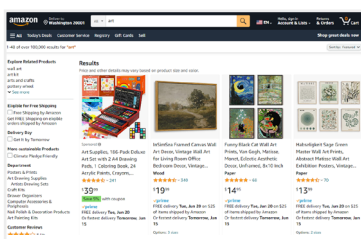
Louis Vuitton

Adopted a .ART domain to connect with the art community through exhibitions and artistic expressions.



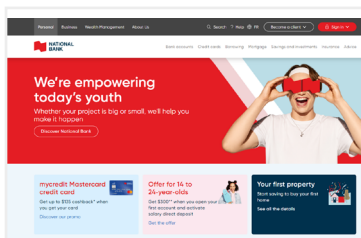
Kickstarter

Implemented a .ART domain to highlight art-related crowdfunding campaigns.



Amazon, Apple, The National Bank of Canada, The Bank of Italy

All have leveraged .ART domains to enhance their brand identity and engagement with the art world.



Adopting a .ART domain is an innovative and strategic decision that not only enhances your brand but also secures its place within the vibrant global art community. As a business, it represents a significant opportunity to create a lasting legacy, enhancing your value proposition to clients, employees, and communities alike.