



FINE ARTIST

specialised in editing, creative publishing,
web, engraving and computer graphic

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PETRU RUSU

| - Petru Rusu (aka Petru Russu) born January 27, 1955 in Reghin /Transylvania, is an professional active fine artist, gallery manager running own gallery, successful art editor and publisher graduated from the prestigious UAD /University of Art and Design in Cluj-Napoca /Klausenburg 1979 and later, in 1986 via an Italian Government Studentship to support the most talented and ambitious young artists, Petru get involved in world-class cultural events with museums, galleries and creative technology. Through this he has succeeded to meet the most interesting and influential curators, art critic and art historian as Dan Haulica, Franco Maria Ricci, Achille Bonito Oliva, Ingrid Rose, Enrico Crispolti, Carmine Benincasa, Giancarlo Politi and so many others, including here the semiotician, essayist, philosopher, critic Umberto Eco.

Petru's Love, Sex and Death series is a Middle Ages Trilogy on thousands of works and inspirations from Giovanni Boccaccios' 707 year-old pre-Renaissance book IL DECAMERONE, Geoffrey Chaucer's Pilgrinages or THE CANTERBURY TALES, Francis Petrarcha's TALE OF GRISELDA. As Petru's work developed he also drew great inspiration from the only Ancient Roman novelist Apuleius and his novel THE GOLDEN ASS, and from the finest author of the twentieth century, Umberto Eco's THE NAME OF THE ROSE and FOUCAULT'S PENDULUM.

| - Petru Russu has realized around 300 individual and international exhibitions. His artworks are in museums, public, corporate and private collections. Petru's unconventional method of etching in aqua-tinta-aqua-forte in DECAMERON depicts on 100 erotic-to-tragic novels 100 non-usual hand painted engravings. Kindly check Petru's Decameron works by opening the link <http://www.artaddiction.net/Graphic/Petru-Rusu/Petru-Rusu.htm>

| BRIEFLY

| - Petru is also the founder and director of ART ADDICTION International Gallery (Stockholm 1992-1997). After that on 6 August 1991 Sir Tim Berners-Lee created the first website. In June 1992, Petru Russu founded Art Addiction Online Gallery the first ever art website on internet, a network with over 1750 contemporary artists members (www.artaddiction.net).

| - From 1999 Petru Russu is the founder, publisher and editor of WORLD OF ART (WOA) Publishing (Stockholm) (worldofartmagazine.com). Dominant among WOA distinguished collaborators, partners, exhibitors, sponsors and advertisers are leading art galleries and museums including Guggenheim, Museum of Modern Art MoMA in New York, TATE Galleries in London, Rivoli Museum Torino, Moderna Museet Stockholm, Musée D'Art Moderne ARC Paris, The Getty Foundation Los Angeles, Art Basel, Venice Biennial, Documenta Kassel etc.

| - From 2007 Petru is the founder, publisher and editor of MASTERS OF TODAY (MOT) Publishing, a professional artist-to-artist publishing that runs from London (www.mastersoftoday.com). As a fine artist, art publisher and editor, Petru Russu has selected, edited and published over 1000 contemporary artist profiles in almost 100 volumes (search inside at Amazon.com).



Petru si Umberto Eco
Gummesson Gallery, Stockholm
22 Decembrie 1989

EDUCATIE

| – 1974-1979 UAD /University of Art and Design in Cluj-Napoca (Klausenburg), Romania

AFFILIATIONS

| - 1989-present: KRO, the Swedish Artists' National Organization.
| - 1990-present: UAP -The Visual Artists' Union of Romania.

WORK EXPERIENCE, SPECIALITY AND QUALIFICATIONS

| - Professional-level Fine Artist specialised etchings, drawing, editing, creative publishing.
| - Autor, Editor, Publisher.
| - Exhibitions Project Manager (EPM), Curator of Exhibitions.

SOFT PROFICIENCY AND SYSTEMS EXPERIENCE

| - Microsoft Office Applications
| - Adobe Creative Suite Series
| - Desktop publishing (DTP), Web, Multimedia

PERSONAL DETAIL

| – Dual Citizenship Swedish and Rumanian.
| – Spoken Languages: English, Swedish, French, Rumanian, Hungarian

LITERATUR PUBLICATIONS | BOOKS

| – Books catalogues, magazine, newspapers, writings, review in Art News (NY) 1994-1996, Washington Post, World of Art 2000, 2001, 2003, Färggrafik i Vår Tid, Corriere della Sera, Modern Prints, Grafiska Berättelser, Konstbok, Nya Grafiker, Nationalmuseum Stockholm, Svensk Grafik, Sveriges Allmänna Konstförening, Printmaking in Sweden, Svenska Institutet Stockholm, Svenska Dagbladet, Expressen, Mitt Media, Art Addiction (Contemporary Artists), Art Pool (Contemporary Artists), Famous (Contemporary Artists), Masters (Contemporary Artists), Trends (Contemporary Artists), Creative Genius (Contemporary Artists), Art In Vogue (Contemporary Artists), ART UNLIMITED (Contemporary Artists), Museum (Contemporary Artists), Art Professionals (Contemporary Artists).

TV RADIO MEDIA

| – TV: TVR Romania 2002, TVS 2 Sweden 1994, Canal 4 Sweden 1993, TVR Romania 1993, STV 1 Sweden 1989 (with Umberto Eco), RTV Romania 1989, Tele Tevere Italy 1987, TVR Romania 1980.
| – Radio: P3 Europe Sweden 1994, Radio Romania 2002, 1997, 1989, 1987, 1980, 1978, 1976.

PERSONAL PROJECTS

Petru Russu provides museum-class publication services to fine artists, art companies, art organizations, and art lovers worldwide. We specialize in collectible, collective, museum quality art books and individual numbered and signed bibliophile limited editions art books. The clients are fine artists, museums and galleries worldwide. All World of Art (WOA) and Masters of Today (MOT) projects represent the values of an art object professional in every aspect, unique created publications for collectors, galleries, museums, bookstores, libraries and art lovers, an overview of our contemporary art.

| - On Mai 1992, Petru Russu founded "Art Addictin International Gallery", a 500 qm contemporary art gallery, company based in Södermalm, the most creative and trendy area in Stockholm, Sweden, ranked as the "coolest" neighbourhood in Europe (www.artaddiction.net).

| - On 6 August 1991 Sir Tim Berners-Lee created the first website. In June 1992 Petru Russu, fine artist, art editor and publisher launched Art Addiction Online Gallery the first-ever online art gallery on the virtual space: the art addiction network www.artaddiction.net.

| - On Mai 1999, Petru Russu founded at Stockholm "World Of Art (WOA)" the global art magazine, and World Of Art (WOA) Publishing.

| - On September 2007, Petru Russu founded and launched from London "Masters Of Today (MOT)" Publishing one of the most vibrant artist-led publishing with international artists' authors (www.mastersoftoday.com).

CONTACT

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SELECTII EXPOZITIONALE

| – Din 1977 Petru a participat in peste 300 de expozitii-competitii anuale, bienale si triennale in Statele Unite, Canada, America de Sud si Centrala, Australia, Noua Zeelanda si Japonia, incluzind Ljubljana, Grenchen, Krakow, Paris, Bradford, Heidelberg, Frechen, New York (Pratt), Fredrikstad, Genève (Xylon), Bielle, Montreal, Los Angeles, Jyväskylä, Antwerpen, Helsinki, Stockholm si Göteborg (Nordiska Grafikunionen, Liljevalchs, Grafiska Sällskapet, Grafiktriennalen, Nordisk Teckningsutställning, Konstnärshusets grafikgrupps) etc.

- 1997-Alvar Aalto Museum, Jyväskylä, Finland • 1997-Contemporary Graphic Art from Finland and Sweden, University of Virginia /Fayerwather Gallery, USA. • 1996-The 8th International Print Triennial - Creativa-, Alvar Alto Museum, Finland. • 1994- International Impact Art Festival, Kyoto, Japan. • 1994-The 3rd World Print Triennial, Chamaliour, France. • 1994-The 14th Mini Print International, Cadaques, Spain. • 1994-The 2nd International Exhibition of Miniature Art, Stockholm, Sweden. • 1993-"Viking Erotica -glass" Individual exhibition, Gallery Glass I, Stockholm, Sweden. • 1993-The 1st International Exhibition of Miniature Art, Stockholm, Sweden. • 1993-"Alternativ", group exhibition, Gallery Glass I, Stockholm, Sweden. • 1993-International Summer Art Colony, Gällivare, Sweden. • 1992-The 10th Norwegian International Print Triennial, Fredrikstad, Norway. • 1992--The 8th Norwegian International Miniature Exhibition -Miniature 8-, Fredrikstad, Norway. • 1992--The 12th Mini Print International, Cadaques, Spain. • 1991-"New Paintings" Individual Exhibition, Pulchri Gallery, The Hague, Holland. • 1991-The 11th Mini Print International, Cadaques, Spain. • 1991-International Graphic Art, Darien, Connecticut, USA. • 1991-The 7th Norwegian International Miniature Exhibition - Miniature 7, Fredrikstad, Norway. • 1991-" Viking Erotica -100 glass" Individual Exhibition, Risse Gallery, Munches, Germany. • 1990-The 11th Print International Award, Biella, Italy. • 1990-The 5th Annual International Exhibition of Miniature Art, Toronto, Canada. • 1990- The 10th Mini Print International, Cadaques, Spain. • 1990-The 9th International Print Triennial, Berlin, Germany. • 1989-"Il Pendulo di Foucault" Individual Exhibition, Gummeson Gallery, Stockholm, Sweden - deschidere de catre Umberto Eco. • 1989-"Il Nome dela Rosa" & "Decamerone -100 etching" Individual Exhibition, Konstnärshuset, Stockholm, Sweden. • 1989-"Il Nome dela Rosa" Individual Exhibition, Centro Lavoro Arte, Milano, Italy. • 1989-The 5th International Art Biennial, Couven, Belgium. • 1989-The 3rd Annual International Exhibition of Miniature Art, Toronto, Canada. • 1989-The 8th Mini Print International, Cadaques, Spain. • 1989-International Miniature Print Biennial, John Szoke Gallery, New York, USA. • 1989-The 6th International Biennial of Graphic Art, Lods, Poland. • 1989-The 9th Norwegian International Print Triennial, Fredrikstad, Norway. • 1989-The 9th International Biennial of Humour and Satire in the Arts, Gabrovo, Bulgaria. • 1989 Helsingborg, Galleri Äpplet. • 1989 Örebro, Galleri Engelbrekt. • 1989 Ängelholm, Galleri Moment. • 1989 Västerås, Galleri Fabian. • 1989 Stockholm, Svenska Bilder. • 1990 Mariefred, Galleri Solertia. • 1989-"Il Nome dela Rosa" Individual Exhibition, Arta Gallery, Arad, Romania. • 1989-The City of Bucharest Annual Exhibition, National Art Museum, Bucharest, Romania. • 1988-The 2nd International Exhibition of Visual and Experimental Poetry, San Diego, USA. • 1988-The 5th International Biennial of Graphic Art, Heidelberg, Germany. • 1988-The 2nd Annual International Exhibition of Miniature Art, Toronto, Canada. • 1988-The 4th Norwegian International Miniature Exhibition -Miniature 4, Fredrikstad, Norway. • 1988-International ExLibris Prize "D'Annunzio", Pescara, Italy. • 1988-International Drawing Exhibition "Drawing 88", Pecs, Hungary. • 1988-"Decamerone -100 etching", Individual Exhibition, Art Museum, Craiova, Romania. • 1988-International Exhibition "Author Love", Centro Lavoro Arte, Milano, Italy. • 1988-International Exhibition "Author Love", Art Fair, Bologna, Italy. • 1988-International Exhibition "Author Love", Eugenio Mondale, Sao Paulo, Brazil. • 1988-Romanian Contemporary Graphic Exhibition, Gallery Konstnärshuset, Stockholm, Sweden. • 1988-"Il Nome dela Rosa" Individual Exhibition, Italian Institute, Bucharest, Romania. • 1988-Romanian Contemporary Art, Belgrad, Yugoslavia. • 1988-Romanian Contemporary Art, Tel-Aviv, Israel. • 1988-The Annual National Graphic Art Exhibition, Dalles Gallery, Bucharest, Romania. • 1988-Group Exhibition "Photography", Oradea Art Gallery, Romania. • 1988-The Young Artists National Exhibition, Baia-Mare Art Gallery, Romania. • 1988. The City of Bucharest Annual Exhibition, National Art Museum, Bucharest, Romania. • 1987-The 4th International Biennial of Graphic Art -Art Prize-, Stuttgart, Germany. • 1987-"Decamerone -100 etchings" Individual Exhibition, D'Arts Gallery, Milano, Italy. • 1987-The 17th International Biennial of Graphic Art, Ljubljana, Slovenia. • 1987-International Exlibris Competition, Sint-Niklaas, Belgium. • 1987-"Decamerone -100 etchings" Individual Exhibition, Campuslibri Gallery, Torino, Italy. • 1987-"Asino D'oro" Individual Exhibition, Galatea Gallery, Bucharest, Romania. • 1987-The 8th International Graphic Triennial "Intergraphic", Berlun, Germany. • 1987-"Decamerone" Individual Exhibition to Romanian Academy Gallery, Roma, Italy. • 1987-The 4th International Triennial of Graphic Art, Vassa, Finland. • 1987-The 5th International Biennial of Graphic Art, Lods, Poland. • 1987-The 8th International Biennial of Humour and Satire in the Arts, Gabrovo, Bulgaria. • 1987-The 4th International Art Biennial, Couven, Belgium. • 1987-International Art Exhibition, Osaka, Japan. • 1987-The 2nd International Art Exhibition "Arts of Today", Budapest, Hungary. • 1987-International

Mail Art Exhibition "Shadow Project", Milano, Italy. • 1987-The 1st International Exhibition of Contemporary Authors, Abruzzo and Molise, Italy. • 1987-International Mail Art Exhibition, Kassak-Schwitters", Zamky, Czechoslovakia. • 1987-The 1st Annual International Exhibition of Miniature Art, Toronto, Canada. • 1987-The 2nd International Biennial of Visual and Alternative Poetry, Mexico Tijuana, Veracruz, Mexico City, Puebla, Xalapa City, Mexaly, Ensenada. • 1987-The 1st International Print Biennial, Campinas, Sao Paulo, Brazil. • 1987-"Small Prints", Group Exhibition, Cluj-Napoca, Bistrita, Romania. • 1987-"Prints", Group Exhibition, Orizont Gallery, Bucharest, Romania. • 1987-The City of Bucharest Annual Exhibition, National Art Museum, Bucharest, Romania. • 1987-The Annual National Graphic Art Exhibition, Dalles Gallery, Bucharest, Romania. • 1989-"Il Nome dela Rosa" Individual Exhibition, Centro Lavoro Arte, Milano, Italy. • 1987-"The Portrait", Group Exhibition, Orizont Gallery, Bucharest. • 1987-"Collisions", Group Exhibition, Orizont Gallery, Bucharest. • 1986-The 12th International Biennial of Print, Kanagawa, Japan. • 1986-The 7th International Triennial of Graphic Art, Frechen, Germany. • 1986-The 7th International Biennial of Art, Mouscron, Belgium. • 1986-The 25th "Juan Miro" International Drawing Contest, Barcelona, Spain. • 1986-The 1st International Triennial of Drawing, Kalisz, Poland. • 1986-The 1st International Art Exhibition "Arts of Today", Budapest, Hungary. • 1986-International Print Exhibition, Hautefeuille Gallery, Paris, France. • 1986-"Decamerone -100 etchings" Individual Exhibition, Italian Institute, Bucharest, Romania. • 1986-International Mail Art Exhibition, Noumea, New Caledonia. • 1986-"Decamerone -100 etchings" Individual Exhibition, Hellios Gallery, Timisoara, Romania. • 1986-International Graphic Exhibition, Espace Delpha, Paris, France. • 1986- National Summer Art Colony, Lazarea, Romania. • 1986-"Decamerone -100 etching", Individual Exhibition, Art Museum, Craiova, Romania. • 1986-"Paintings & Drawings" Individual Exhibition, Alfa Gallery, Arad, Romania. • 1986-The City of Bucharest Annual Exhibition, National Art Museum, Bucharest, Romania. • 1986-"Prints", Group Exhibition, Podul Gallery, Bucharest, Romania. • 1986-"Space-Mirror", Group Exhibition, Architecture Academy, Bucharest, Romania. • 1985-The 24th "Juan Miro" International Drawing Contest, Barcelona, Spain. • 1985-The City of Bucharest Annual Exhibition, National Art Museum, Bucharest, Romania. • 1985-"Prints", Group Exhibition, Tulcea Art Museum, Tulcea, Romania. • 1985-The Annual National Graphic Art Exhibition, Dalles Gallery, Bucharest, Romania. • 1985-"Voroneteanu", Competition/ Exhibition, Suceava Art Gallery, Romania. • 1985-Mail Art Exhibition, Orizont Gallery, Bucharest, Romania. • 1984-Romanian Contemporary Art Exhibition, The Hague, Holland. • 1984-The City of Bucharest Annual Exhibition, National Art Museum, Bucharest, Romania. • 1984-"The Bridge 6", National Print Exhibition, Podul Gallery, Bucharest, Romania. • 1984-"Lithografs'84", Group Exhibition, Orizont Gallery, Bucharest, Romania. • 1984-"Drawing-Poetri", Group Exhibition, Orizont Gallery, Bucharest, Romania. • 1984-"Drawing'84", Group Exhibition, Orizont Gallery, Bucharest, Romania. • 1984-National Summer Art Colony, Lazarea, Romania. 1984-Romanian Contemporary Art Exhibition, Jerusalem, Israel. • 1983-Romanian Contemporary Art Exhibition, New York, Washington, Detroit, Columbus, USA. • 1983-Romanian Contemporary Art Exhibition, The Hague, Holland. • 1983-International Art Exhibition, La Rochelle, France. • 1983-Romanian Contemporary Art, Corner Gallery, Copenhag, Danmark. • 1983-The City of Bucharest Annual Exhibition, National Art Museum, Bucharest, Romania. • 1983-The National Art Exhibition "Party-People-One Wish"(!), Dalles Gallery, Bucharest, Romania. • 1983-The Annual National Graphic Art Exhibition, Dalles Gallery, Bucharest, Romania. • 1983-National Summer Art Colony, Piatra-Neamt, Romania. • 1983-"Studio Section", Group Exhibition, Orizont Gallery, Bucharest, Romania. • 1983-"Graphics-Sculptures", Group Exhibition, Orizont Gallery, Bucharest, Romania. • 1983-"Paintings-Sculptures-Drawings", Group Exhibition, Orizont Gallery, Bucharest, Romania. • 1983-"The Print", Group Exhibition, Baia-Mare Gallery, Romania. • 1982- National Summer Art Colony, Râminicu Vâlcea, Romania. • 1982-The Annual National Graphic Art Exhibition, Dalles Gallery, Bucharest, Romania. • 1982-"The Bridge 5", National Print Exhibition, Podul Gallery, Bucharest, Romania. • 1982-The City of Bucharest Annual Exhibition, National Art Museum, Bucharest, Romania. • 1981-The City of Bucharest Annual Exhibition, National Art Museum, Bucharest, Romania. • 1981- National Summer Art Colony, Baia Mare, Romania. • 1981-The National Exhibition of Art "Party Anniversary"(PCR!), Dalles Gallery, Bucharest, Romania. • 1981-The National Exhibition of Art "Singing Romania"(!), Dalles Gallery, Bucharest, Romania. • 1980-"Drawings-Objects-Gouaches", Individual Exhibition, Tribuna Gallery, Cluj-Napoca, Romania. • 1980-"Drawings-Objects-Gouaches", Individual Exhibition, Orizont Gallery, Bucharest, Romania. • 1980-The City of Bucharest Annual Exhibition, National Art Museum, Bucharest, Romania. • 1980-The National Graphic Art Exhibition, Dalles Gallery, Bucharest, Romania. • 1978-"Paintings", Individual Exhibition, Architecture Academy, Bucharest, Romania. • 1978-"Paintings", Individual Exhibition, Student Culture House, Cluj-Napoca, Romania. • 1977-"Paintings", Individual Exhibition, Apollo Gallery, Tg. Mures, Romania. • 1977-"Paintings", Individual Exhibition, Student Culture House, Cluj-Napoca, Romania. • 1975-"Paintings", Individual Exhibition, Corporate Art Club, Cluj, Romania.

ART ADDICTION INTERNATIONAL GALLERY (Stockholm Sweden 1992 - 2017)

- In mai 1992, Petru Russu fonded "Art Addictin International Gallery", a 500 qm contemporay art gallery, company based in Södermalm, the most creative and trendy area in Stockholm, Sweden, ranked as the "coolest" neighbourhood in Europe.



ART ADDICTION ONLINE GALLERY (online 1992 - 2017)

| - On 6 August 1991 Sir Tim Berners-Lee created the first website.

In June 1992 Petru Rusu, fine artist, art editor and publisher launched Art Addiction Online Gallery, the first-ever online art gallery on the cyber space - the art addiction network at www.artaddiction.net.

| - Petru Rusu realized expeditiously that the traditional notion of viewing and buying art through galleries and exhibitions could be simplified by appropriating the Internet to redefine the traditional modus operandi concerning the display and purchase of art. By utilizing the Internet as a viewing space and virtual environment, Art Addiction the web gallery of art has become the definitive 'Art-Creator to Art-Consumer' arena, a unique collaboration with some of the world's most acclaimed emerging and established fine artists. The Art Addiction virtual enterprise is operated exclusively by full-time professional graduate fine artists exclusively dedicated to bringing you cutting-edge contemporary art.

THE ONLINE BUSINESS-OF-ART' MODEL

| - The Art Addiction art project quickly evolved into an efficacious on-line art marketing entity, an endeavour that has grown and flourished throughout the last two decades. By formalizing an on-line 'business-of-art' model, expenditures and overhead attributed to the sale of art have been slashed, commensurate with increased profitability for the associated artists.

| - Being artists understanding the requirements of people involved in creative activities, Art Addiction has worked closely with his artists to engender several unique on-line expositions that have, over the last two decades, come to be recognized worldwide by the Internet community.

| - During this process Art Addiction web gallery has established cogent liaisons within the global art-market network and has compiled an impressive database of artist clients. More than six thousand artists actively participate in Art Addiction virtual gallery undertaking, providing artworks for exhibition and potential sales.

| - Over 10,000 contemporary art works of art on gallery permanent collection and display from more than 1800 contemporary artists members. The Art Addiction Online Gallery has thousand or tenth of a million of online unique visitors across desktop computers, smart-phones and tablets.

| - In the past 25 years of permanent online establishment, Art Addiction has curate a series of 60 project-based international exhibitions and major competitions opened at Art Addiction Online Gallery, Art Addiction International Gallery Stockholm, and Art Addiction at Piccola Galeria Correr /Palazzo Correr (1997-2000 Venice), representing and selling the works of art of over 1800 emerging, mid-career and well-established member artists.

| - In the term of contemporary art, Addiction is very much interested in presenting all types of media, with the major interest in our days art's development. for that reason special attention is given to collectors visiting Art Addiction's fine art shows and events with an excellent selections of original works, the top place to buy and collect contemporary art online.



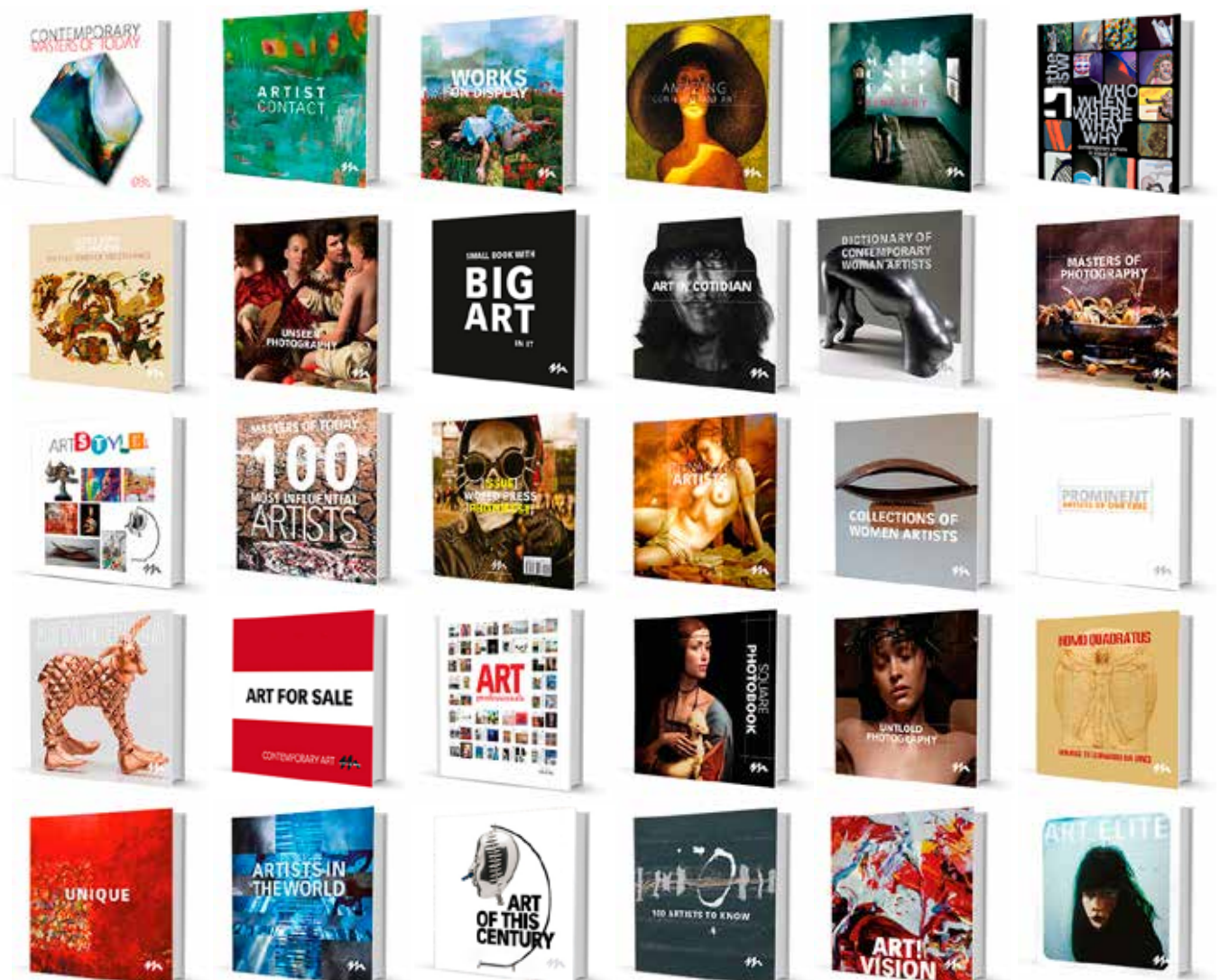
MASTERS OF TODAY (MOT) PUBLISHING (London Graet Britain 2007 - 2017)

| - Masters Of Today (MOT) publications cover all contemporary art trends and tendencies and provide unique quality art publications with major emphasis on exclusive art works, examination and analysis. Following the establishment of its art publishing, Masters Of Today (MOT) its offering full editing from graphic design and creative layout to a broad distribution through large bookstores and eCommerce channels worldwide.

| - Masters Of Today (MOT) specializes in developing focused, high-quality contract publications, from the ground to collective and bibliophile art books. Whether a client wants to launch an art book or an art catalogue, Masters Of Today (MOT) can oversee the entire publishing process from concept development to production and sales and distribution.

| - Masters Of Today (MOT) editors, and writers have a flair for capturing the images and words best suited to deliver the artist's message: we are fine-art graduates active artists and curators. Our full-service production department has the technology and talent to handle the full spectrum of offset quality print products, from limited run collector edition books to sophisticated authentic signed and individually numbered by the artist bibliophile deluxe limited edition art books.

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WOA | WORLD OF ART CONTEMPORARY MAGAZINE (world wide web 1999 - 2003)

| - An artist owned contemporary art magazine published for artists who already have strong curriculum, galleries and museums who share the same circle of exposure, interests, and art ideal, and those who seek the latest news and trends in art.

| - Print run 45,000 copies. Each issue is a graphic creation itself and source of information including profiles of artists and galleries, updates on exhibitions, show reviews, news and events, reporting on the art, personalities and trends that shape the art world. Once published in WOA, the boards of thousands of collectors, curators, galleries and museums will reviews and appreciate the artist's work.

| - World of Art contemporary magazine is synonymous with an advertorial and consists of artists portfolios and galleries profiles in contemporary art publication. Close collaboration with artists, galleries, museums and art institutions is essential to us, both in case of commissioned works as well as initiatives proposed by others. We offer a platform for publishing on subjects of contemporary and topical interest in the field of art and culture.

| - The greatest opportunity to reach the most dynamic community of art professionals, dealers and collectors worldwide. Each WOA publication is a graphic creation itself and source of information including profiles of artists and galleries, updates on museums exhibitions, show reviews, gallery news and events, reporting on the art, personalities and trends that shape the art world.

| - Dominant among WOA distinguished collaborators, partners, exhibitors, sponsors and advertisers are leading art galleries and museums including Guggenheim, Museum of Modern Art MoMA in New York, TATE Galleries in London, Rivoli Museum Torino, Moderna Museet Stockholm, Musée D'Art Moderne ARC Paris, The Getty Foundation Los Angeles, Art Basel, Venice Biennial, Documenta Kassel, Stake Foundation, Venice Biennial, Manifesta, Art Basel, Art Forum and many others worldwide.

| - World of Art, the contemporary art magazine and art books are among the the best contemporary art publications ever done by an artist-to-artists - and, at the end, one of the last quality contemporary art publications offset printed on paper.

| - Our electronic database of over 120,000 artists, galleries, museums, art fairs, art organizations, collectors and art dealers, it covers everything from the world's fine artists to the contemporary art and culture worldwide. Our attention is constantly focussed on the impact of social media which allow for the creation and exchange of user generated content and provide a structure for people to get organized, exchange and collaborate.

| - Marketing and distribution provided by INGRAM Periodicals and Ubiquity through newsstands and large book stores available in US and Internationally; in Canada by Coast to Coast Newsstand Services; in Australia by Selectair Distribution Services; in New Zealand by Gordon & Gotch; in Brazil by Siciliano /Saraiva Group; in United Kingdom by Mercury International.

| - World of Art publications are also digital distributed directly to over 120,000 collectors, galleries, consultants, museums, advisers, critics, writers, curators, dealers and other visual arts professionals, 54% in North America, 34% in Europe, 12% in other locations. Additionally all World of Art issues and WOA publications are permanently archived on WOA website, creating a worldwide valuable research resource.



WOA MAGAZINE

WORLD OF ART (WOA) PUBLISHING - (Stockholm Sweden 1999 - 2017)

- World of Art is an artist-run publishing in the field of contemporary art, culture and theory. Consistent delivery of high-quality magazine and contemporary art books content fosters a relationship with collectors, developing identity as contemporary valuable artist and giving greater access to collectors and galleries. This relationship provides the value behind World of Art wide variety of publishing projects thanks to our international-wide bookstores and newsstands network of distributors and contractors.

| - WOA is a marketing tool. It develops a story around the publication and the artist included thereby fostering interest among art collectors, galleries, museums and enticing them to make a work of art purchase or exhibition. The concept is simple and the result of the development process is often an extended request.

| - World of Art strategy cuts through broad generalizations to identify what is distinct and unique in contemporary art. We collaborate with each interested artist, gallery and museum to map art content and develop a World of Art solutions around each publishing project.

| - World of Art evolves this concept to reflect the needs of modern art marketers. Collectors, galleries and museums no longer respond as interested to messages they clearly identify as contemporary art - overexposed performance, installation, happening. The focus of every WOA publication is the target collector, gallery and museum not the publishing vanity. WOA develops art publishing with a focus on the art market – collector, gallery and museum: who they are and where their interests lie. Based on this understanding,

| - Further, we perceive a book as an alternative medium for artists, both as a visual object and as way of documenting the artistic process. For every book a tailor-made plan is created, encompassing all steps from the initial idea to the distribution.

| - We're tireless art publishers. WOA builds long-term relationships with more than 6000 artists, galleries, art fairs and museums. The goal here is affinity. Once you have trust, you have access, and that is the power of World of Art.

| - The World of Art publications sell from US \$30 to US \$1,151 in more than 40 online bookstores including Amazon and Barnes and Noble and many others. The World of Art art books price ranges depends on the authentic autograph signature and book number (ie: "This book is copy number 54/1000").

| - If you're an artist, gallery, curator, foundation, art fair or someone with broader approach to art who wants to discuss the relationship between art and advertising and already have strong curriculum and you're interested to submit materials to become published, do not search further. We are here dedicating our skills and knowledge in creative art publishing.

