

COMPANY VISION

UKCI is promoting greater freedom, choice and value by creating a new global infrastructure for the art world. A key part of UKCI's strategy is the acquisition of the **.art** top-level domain and the development of the **.art** brand.



.ART BRAND POSITIONING

WHAT IS .ART?

.art is a global digital infrastructure devoted to art.

WHAT ARE THE MAIN FUNCTIONS OF .ART?

IDENTIFY, CHOOSE, EXPRESS, SEARCH, CONNECT

- **IDENTIFY:** **.art** will become the ultimate signifier of 'belonging' to the art world.
- **CHOOSE:** the **.art** business model is built around 'mining' and extracting value from words. The shorter and more popular the word, the greater the value. We are selling a unique alchemy of key words + art.
- **EXPRESS:** **.art** will equip both people and objects with a digital voice and presence.
- **SEARCH:** over time **.art** will become a rich source of 'big data', drawing on global preferences and social behaviour. Developing search capabilities is a priority, enabling the art community to find and be found the **.art** platform.
- **CONNECT:** **.art** is a vast directory of addresses. Every person and object has a cloud of connections offline. **.art** has the power to create a limitless cloud of connections online.

.ART BRAND MISSION

To responsibly advance the art world through technology and creativity; to create a global community; and to build new territory on the internet that is dedicated to the world of arts and culture. Over time, the Registry will collaborate with the artistic and cultural community to invent new and exciting digital services in the name of art and creativity.

BRAND VALUES

TRUST, REFLECTION, STRATEGY, AGILITY

BRAND PERSONALITY

- Pioneering (breaking conceptual and technological frontiers)
- Supportive (of the art world)
- Welcoming and engaging (for users)
- Imaginative and practical (in strategy and daily activities)

DRIVERS/NEEDS

- Build the art world's most effective tool for creating new dimensions.
- Increase value by turning art objects into assets.
- Satisfy the need for new spaces.
- Preserve cultural heritage.

BRAND SLOGAN

IDENTIFY YOURSELF, SHOW YOUR ART