

**PRESS RELEASE**

**MasterArt VR: The Art Market's Highly Anticipated Virtual Reality Platform Launched**

Brussels, 27 March 2017

MasterArt VR - a new virtual reality platform created specifically for the art market – has now been launched, giving art lovers around the world an unprecedented opportunity to tour the most exclusive international collections and art fairs with just the click of a button.

More than a year in the making, MasterArt VR showcases interactive virtual tours of displays from major art fairs such as BRAFA, Cologne Fine Art, Fine Art Asia, Ink Asia, Masterpiece London, PAN Amsterdam and TEFAF.

Open to top collectors as well as novice art aficionados to browse, the platform is the latest initiative to come from art's innovation and technology specialists ArtSolution.

As part of the initiative, MasterArt VR offers Virtual Exhibition creation and hosting services to established galleries, known to exhibit on the fair circuit, who can then customise their tours by adding Information Hotspots, outside links, additional photos and videos.

Charley Bailly of Bailly Gallery, which has spaces in Geneva and Paris, is a MasterArt member and has said he is looking forward to using the new platform as a way to engage with collectors.

"One of reasons MasterArt VR is so exciting is because it allows dealers and collectors, galleries and art lovers to connect like never before, on another level," Mr. Bailly said.

MasterArt and ArtSolution CEO Henry Blundell said he was delighted to create a platform that would serve the interests of dealers, collectors and any passionate about great art.

"At MasterArt and ArtSolution, we pride ourselves on our creativity and innovation, as well as our tireless commitment to representing the very best the art world has to offer," Mr. Blundell said.

"With the launch of MasterArt VR, we are using the boundless possibilities of virtual reality technology to bring the world's finest art online for all to see and experience."

The Virtual Exhibit creation service is currently only available to a limited number of fine art galleries and dealers, already part of the MasterArt network. However, ArtSolution is also expanding its offer to contemporary galleries and dealers.

MasterArt VR is an initiative created by ArtSolution, following the success of its portal MasterArt. Founded in 2004, ArtSolution is an international organisation of innovation and technological specialists dedicated to providing premium IT services to the finest art dealers, galleries, collectors, fairs and institutions.

**For more information visit [www.masterartvr.com](http://www.masterartvr.com)**

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# MASTERART

THE WORLD'S LEADING ART & ANTIQUE DEALERS

## BACKGROUND

### About ArtSolution

Founded in 2004, ArtSolution is an international organisation of innovation and technological specialists dedicated to providing premium IT services to the finest art dealers, galleries, fairs and institutions.

ArtSolution specialises in providing dynamic, secure quality websites and apps that are easy to set up, simple to use and customisable to clients' specific requirements. In addition to designing uniquely attractive websites, ArtSolution offers highly efficient software and management systems, a behind-the-scenes tool that users greatly appreciate.

With many years of experience in the art market, extensive knowledge of the fine art sector and state of the art technical services, its team provides highly professional consulting on web strategy. ArtSolution works closely with clients analysing their specific needs to produce elegant results for all their online ventures.

Today ArtSolution is the service provider for several major international fairs including TEFAF (Maastricht and New York), BRAFA (Brussels), Masterpiece (London) and Art Miami (Miami).

ArtSolution is present internationally, serving galleries and collectors based in Belgium, England, France, Germany, the Netherlands, Portugal, Spain, Switzerland, and the United States. ArtSolution has offices in Brussels, as well as a network of expert consultants around the world.

ArtSolution is also the creator of several successful online initiatives such as MasterArt.com (launched in 2013) and MasterArt VR (launched in 2017), as well as Gallery Manager and CRM software, mobile apps for the trade and MasterArt Catalogues.

### About MasterArt

MasterArt is a website that showcases more than 15,000 works of art from 300 of the world's leading art dealers and galleries. Its portal invites users to search for artworks by keyword (artist or maker), category or gallery, and set email alerts about new acquisitions based on their specific search criteria.

MasterArt enjoys a solid reputation in the art market thanks to its deep-rooted commitment to excellence and integrity. Its carefully selected art dealers represent the very best in fine art. They are all long-established dealers, and participate in the most prestigious international art fairs such as TEFAF (Maastricht and New York), The Winter Antiques Show (New York), BRAFA (Brussels), BADA fair (London), Munich Highlights (Munich), Masterpiece (London), PAN (Amsterdam) and PAD (Paris and London).

In addition to showcasing the world's most exquisite pieces, its portal reports news about ongoing developments as well as upcoming events in the art world.

MasterArt also produces the MasterArt Directory, which is distributed at international art fairs, prestige events and luxury hotels. The MasterArt Directory lists the world's leading galleries and dealers, along with useful information such as their address, association membership, exhibitions and founding date.