

ARTS AND ENTERTAINMENT

Sotheby's launches museum network to entice digital natives

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Filming The Treasures of Chatsworth

By FORREST CARDAMENIS

International auction house Sotheby's is creating new spaces for art content to amplify the thriving market.

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Sotheby's will launch Museum Network on Aug. 29, where it will host content created by museums and other art institutions from around the world. Sotheby's will also conceive and produce original content for Apple TV, further propelling the brand into consumers' digital spheres.

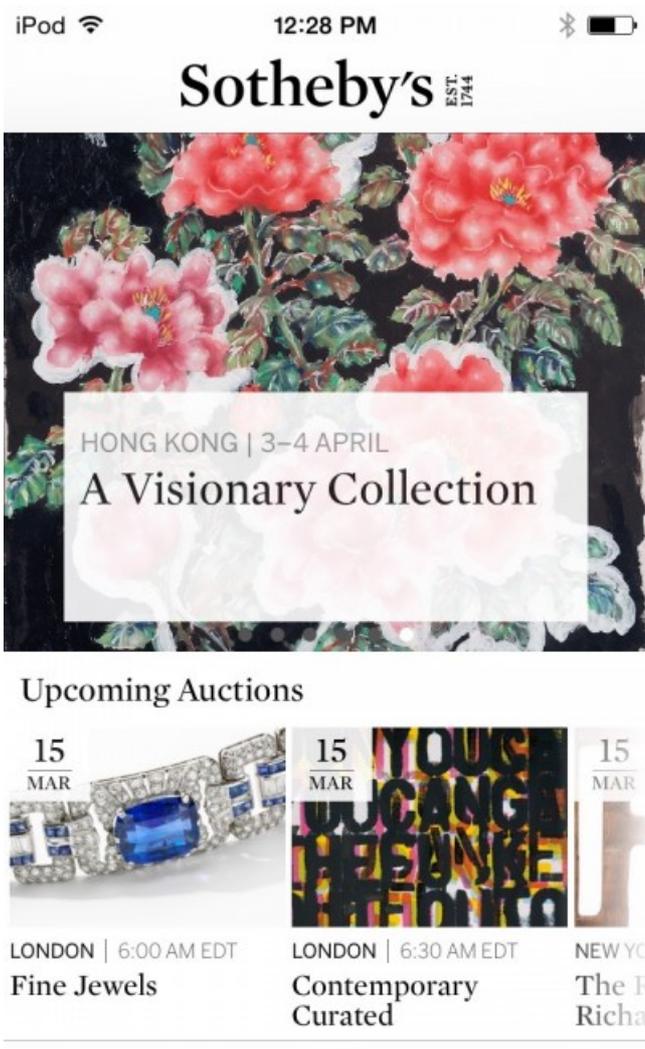
"We have seen more and more interest in great content about art, collectors, and collecting," said David Goodman, executive vice president, digital development and marketing at **Sotheby's**. "The recently announced record attendance at the Met reinforces the enormous public appetite to deeper explore our world."

Networking

Sotheby's Museum Network will be featured on the brand's Web site as well as its Apple TV channel. There, viewers will have access to content created by such institutions as the Metropolitan Museum of Art, Tate and the National Place Museum in Taiwan.

Institutions founded by private collectors, including the Garage Museum of Contemporary Art in Moscow and Los Angeles' Petersen Automotive Museum will also be able to share content through Sotheby's new channel.

Besides simply aggregating the content of other institutions, Sotheby's will create its own series, beginning with the 13-part "The Treasures of Chatsworth."



Sotheby's app homepage

The Treasures of Chatworth is currently in production and will debut on Sotheby's Apple TV channel in fall 2016. The series will take consumers behind-the-scenes of the private European house and offer a look at its sizable art collection.

Private museums have exploded in recent years, and the art sector is flourishing both in terms of sales and in museum attendance. Nevertheless, to introduce art to a younger audience, the industry must be willing to meet that audience where they already are.

The Sotheby's Museum Network gives cord-cutters and digital natives easy access to art-related content in their preferred channels. Helping to expose Sotheby's and these institutions to new and young audiences will assure that the sector continues to flourish.

The network will also give consumers both new to and familiar with the market an accessible educational tool as it amasses hundreds and thousands of museum videos, which are currently dispersed across the Web.



Filming The Treasures of Chatsworth

"We are thrilled to host the extraordinary videos produced by our museum partners around the world," Mr. Goodman said. "The Museum Network is a response to a growing global audience that wants to experience the world of art and collecting.

"The network is a natural evolution of the existing ties we have with museums through programs like Sotheby's Preferred and we can now deepen those relationships with institutions and their benefactors as we expose their outstanding collections to millions of art lovers who engage via digital channels," he said. "The Treasures of Chatsworth is the perfect way to launch our drive into original video content creation centered on the arts and will be the first of many original films that will reveal the wonder of art and collecting."

Youth audience

The U.S.'s millennial generation is the biggest yet, so the untapped potential for luxury brands represents a potential savior in difficult economic times.

For Sotheby's that has meant "disrupting" the auction industry by turning to a new channel and chasing a consumer subset with slightly different interests.

On Dec. 10, the Sotheby's Apple TV app was launched with the "Driven by Disruption: New York City" automotive sale. Sotheby's year has been defined in part by initiatives that give it a larger online presence ([see story](#)).

Additionally, Sotheby's is instituting shows and initiatives with more popular appeal to introduce consumers to the brand.

The international auction house commenced a countdown for a three-part sale of the art collection of one of the world's most beloved figures.

Beginning July 20, Sotheby's will display the art owned by rock n' roll legend David Bowie, who passed away on Jan. 10 this year from cancer he kept hidden from the public, in its galleries ahead of a three-part auction. Mr. Bowie was a well-known admirer of artists ranging from Andy Warhol to Damien Hirst, and the breadth of his collection and the enormity of his popularity promise large crowds ([see story](#)).

The Museum Network is expected to have a similar impact.

"The Museum Network will both strengthen engagement with existing clients and those already in the ecosystem, while also extending the reach of Sotheby's and our partners' brands to new audiences," Mr. Goodman said.