

ARTS AND ENTERTAINMENT

## Sotheby's, Rolex among .Art domain adopters

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*Image courtesy of Sotheby's*

By STAFF REPORTS

Since it launched in December, the top-level domain for the art world has seen about 2,500 registrations.

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Meant to further associate the owner's URL with the artistic community, the .art domain currently has approximately 300 active Web sites. Following a period of preferred access, .Art operator UK Creative Ideas Ltd. (UKCI) is opening up the domains to general availability on May 10.

Art online

The domain, made available Dec. 7, is aimed at use by museums, galleries, artists and auction houses alike ([see story](#)).

Among the early adopters of .art domains are museums such as the Tate, the Louvre and LACMA, as well as auction house Sotheby's.



*Paris' Louvre*

Also on board are corporations such as BMW, Apple and Rolex, as well as Fondation Cartier. Tech companies including Whatsapp and Google have also joined.

UKCI is selling both domains tied to personal identities, using the organization or individual's name, as well as a library of 3.5 million word combinations. To prevent squatting, .art domains are appraised by an algorithm, which

then prices the address according to what prospective buyers would likely pay for a particular URL.

While general availability rates will start at \$15, 90 percent of the total inventory will be priced between \$50 and \$300. However, some are pricier than others, with mylove.art selling for \$9,000.

"Most registrations have come from real people and institutions establishing their active presence on .Art," said .Art founder, venture investor Ulvi Kasimov. "We know that parents are buying .Art names for their children, so they can develop their creative identities from an early age.

"Personal names will become even more available in GA," he said. "How we identify ourselves is a fundamental part of communications. .Art helps everyone creative to identify, express, be found and connect, all within an online ecosystem."

The Internet Corporation for Assigned Names and Numbers, the non-profit responsible for the international domain name system, launched an application system in January 2012 to allow for more generic top-level domain names, or gTLDs.

In 2014, the generic top-level domain name .luxury became available for sale to the general public, giving brands the opportunity to further define their status online.

According to Dot Luxury, Chanel, Gucci, Cartier, Valentino, Van Cleef & Arpels and Bulgari already purchased .luxury domains during a 60-day period where only trademarked brands could register. This claimed to be the first luxury-specific top-level domain, and aims to provide a more central luxury space online ([see story](#)).

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