



**ALLEGRAVITA**  
北京乐微塔营销咨询有限公司  
PR & STRATEGIC COMMUNICATIONS  
FOR CHINA AND THE WORLD  
公关传媒·专注中国·服务世界

# .ART

链接艺术与数字未来



CASE  
STUDY

.ART  
A PRODUCT OF UKCI

.ART is the internet's new top-level domain for the arts. Created by London-based UKCI was approved by ICANN in 2016, with .art domains going live on 10 May, 2017. As of March 2019, more than 50,000 arts organizations, companies and artists had moved their online presence to domains ending in .art.

In 2016, Allegravita was engaged by UKCI for a comprehensive China region go-to-market program, inclusive of brand localization, channel development, KOL conversion and management, digital marketing and social media, video assets and corporate services.

Within two years of availability, the Allegravita team was proud to have supported .ART to make China the company's #1 market, by sales volume — by March 2019, Chinese buyers made up 24.4% of all .art domains worldwide.

Domain names ending in .art provide arts organizations, companies and artists with a distinctive online branding option — when one's website URL and email address ends in “.art”, there is no ambiguity as to the nature of the site or individual.

As a very new innovation in the arts world, arts industry acceptance of .ART domains has been excellent. The more than 50,000 .art domains registered include notables such as Rome's National Museum of the 21st Century (maxxi.art), Portia de Rossi's General Public (generalpublic.art) and Kickstarter's arts startup home, kickstarter.art.

Allegravita's engagement by .ART began with a comprehensive review of the China opportunity, incorporating market research within China's diverse arts sector, as well as high-level government consultation to ensure full compliance with local regulations.

Following client approval of our full market entry plan, localized Chinese naming and branding was completed, localized Chinese website and social media were built and launched, and a full range of marketing collateral (including video content) was designed and produced.

In parallel to marketing and communications asset and campaign development, Allegravita's corporate services team incorporated .ART's owner, UKCI as a Wholly-Foreign Owned Enterprise in China and navigated the complexity of Ministry of Industry and Information Technology approval for .art domains to operate on the Chinese internet.

With a properly incorporated Chinese company and all government approvals in hand, Allegravita then established a national sales channel for .ART. Simultaneous to channel development, proactive media PR work resulted in hundreds of positive Chinese media stories, which empowered the Allegravita team to activate carefully-vetted Key Opinion Leaders (KOLs) from China's arts community.

Market, industry and government acceptance of .ART has been excellent, with hundreds of noted creative leaders adopting the extension and consistent month-on-month registration growth.

[allegravita.com](http://allegravita.com)

ALLEGRAVITA LLC | 67 WEST STREET SUITE 318 | BROOKLYN NY 11222 | USA | +1 347 850 7101

北京乐微塔营销咨询有限公司 | 北京市海淀区苏州街 55 号 3 层 01-A509 | BEIJING 100080 | CHINA | +86 10 6253 0450