

**KIPTONART**



GIVING **ARTISTS** ACCESS

## What is KiptonART?

Founded by Kipton Cronkite in 2002, KiptonART is a private establishment that culls fledgling artists and introduces them to the foremost administrators of the New York art world.

## Mission

KiptonART maximizes exposure for emerging artists, broadcasting their work through a variety of media channels and liaising them with high-powered consumers and tastemakers.

## KiptonART.com

KiptonART.com is an online community for emerging artists, collectors, gallerists, and culture zealots. Novice and veteran artists alike register for a personal profile to display and sell their work. They are subsequently vetted by KiptonART's curatorial team to maintain superlative artistic quality and integrity. Consequently site visitors are able to discern artists' experience according to a hierarchical tiering system that surveys education, technical ability, exhibition credits, press, and other distinctions. In tandem with our online buying and strict shipping guidelines KiptonART.com is positioned as forerunner in online art sales.



Michael Sagato, *Man*, Painting, Oil on canvas.

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It has been great having the support of KiptonART behind my photography. The web presence alone has been extremely helpful. It's a great forum for emerging artists to gain early exposure to their work.

”

**- Jade Doskow, KiptonART Artist.**

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## Online Publications

KiptonART.com publishes some of the most important, art-related editorial content on the web. At the hand of our magazine, bimonthly newsletter, and daily blog, a knowledgeable staff of in-house writers and stringers ferret out the most important topics in art, commerce, style and music to give visitors a blow-by-blow account of popular culture on a recurring basis.

## Online Users

Above and beyond our event profile, KiptonART.com counts over 2,000 unique visitors from over 70 countries every month. To boot, our bimonthly newsletter has over 4,500 active subscribers, while our paying artist clientage consists of 135 users who regularly update their pages to promote and sell their work.



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I love what you are doing with KiptonART I check out the website often. It's visually engaging, current and easy to navigate and the events are top notch. The range of artists is very interesting!

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**- Sharla McDowell, President, POP Art Gallery,  
in Santa Fe, NM**

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## **KiptonART Foundation:**

The KiptonART Foundation facilitates the appreciation and endowment of the visual arts and music through the support of emerging talent and educational programs for children. The Foundation's main operation is to promote artist-in-residency programs for struggling artists by providing stipends for them to create and sustain their work, all the while raising their profiles. The Foundation's resources are gleaned from the general public, directly and indirectly, and other fundraising enterprises.

## **KiptonART Rising:**

KiptonART Rising, a new artist series launched in early 2009 will showcase six up-and-coming painters and photographers respectively. KiptonART will organize solo exhibitions and private soirées on upmarket properties throughout Manhattan. KiptonART's curatorial team will also partner with leading-edge investors to display artists' collections in the proper milieu, and, at the same time, anchor their work in more elite locales.



Top - Ben Fink Shapiro, *Untitled* (Woman with crystal night hotel), New York City, 2008, C-print  
Bottom - Matthew Satz, *Untitled Stripe Paintings*, Diptych, Painting, Oil-based enamel on canvas

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## KiptonART Experience

KiptonART events have been the talk of the town for seven years and are now a destination for the power elite. Hosted at some of the most exclusive institutions and private residences in New York, fine artists, musicians, and filmmakers are joined with art world dignitaries, Hollywood celebrities, high society, and philanthropists--all of whom endorse the arts and are keen to support new talent.



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## KiptonART Music:

Our newest subsidiary, KiptonART Music, promotes select musicians and recording artists by giving them the footing to share their talents in prestigious urban venues. In the same vein as painters and filmmakers, musicians require the support of key influencers to help galvanize media attention and the respect of major record labels. Gathering the appropriate resources to help artists enhance their career(s) is integral to KiptonART's overall mission.

At present, we are focusing our efforts on classical music, breaking the barriers of this often elusive genre and making it more palatable to a contemporary audience.

KiptonART Music events have been organized for award-winning artists such as violinist Joshua Bell, pianist Lang Lang, and mezzo soprano Joyce DiDonato.



Top - KiptonART Salon Celebrates Launch with Joshua Bell - Joshua Bell  
Bottom - KiptonART Host Opera Singer Joyce DiDonato - Joyce DiDonato

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"After having hosted and played for their salon launch at my home in December of 2008, I called on KiptonART to curate my space. I was in need of art for my home and they transformed it from a blank canvas into a stunning art gallery in just three days. They were able to select museum-quality pieces in line with my taste and I can't thank them enough for their meticulous and highly personal services."

”

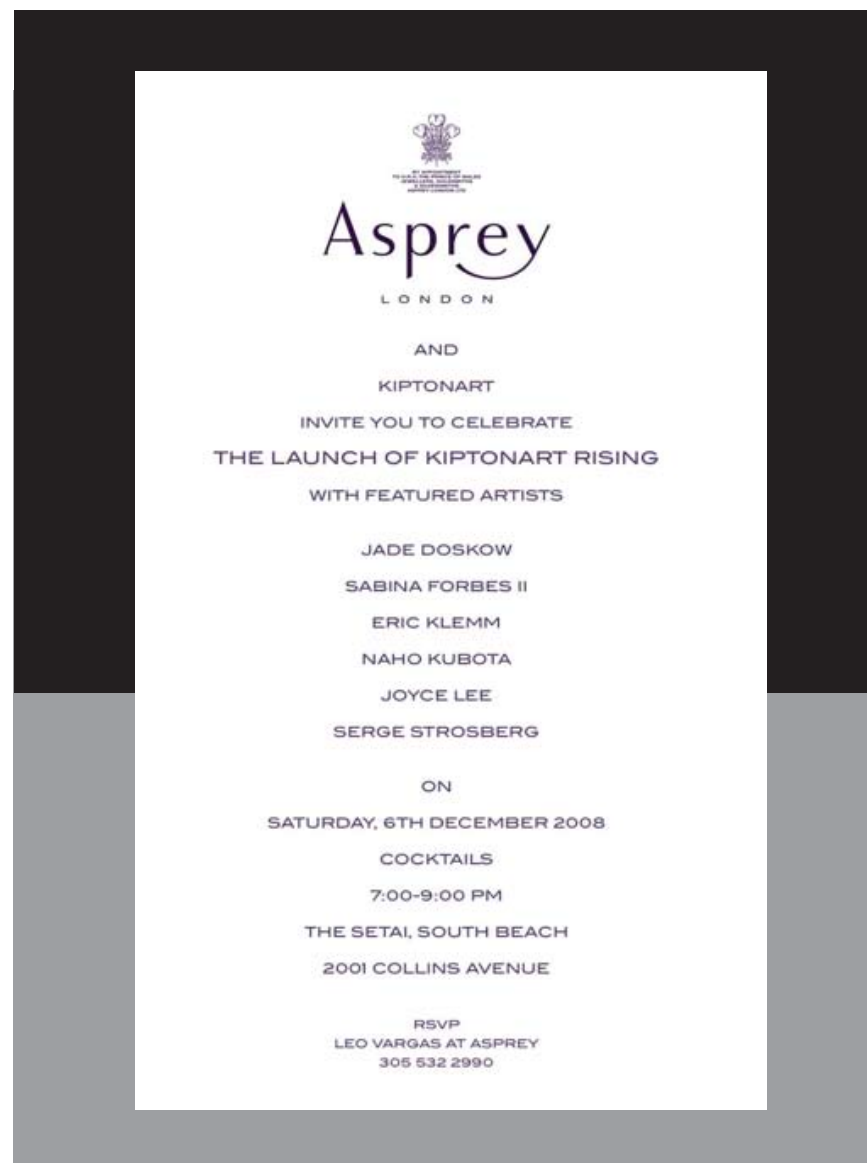
**- Joshua Bell, Grammy Award-winning violinist.**

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## KiptonART Partnerships

KiptonART's constant affinity with industry leaders and key influencers has yielded many coveted partnerships, private commissions, sponsorships, and online advertising programs.

Previous partners have included: Asprey, Van Cleef & Arpels, LVMH, Condé Nast, the Whitney Museum, Christie's, Sotheby's, Phillips de Pury, Sony Music, Mont Blanc, Bond No. 9, CNN.com, SoHo House, Maurice Villency, New York Social Diary, NYU Tisch, the Chelsea Art Museum, McGuire Furniture, Diesel, Harry's of London, 21C Media Group, FLAnk Architects, Elle Magazine, Longchamp, The Core Club, and W Hotels.



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## KiptonART in the Press

KiptonART is continually garnering recognition through various media outlets. For each placement there is a spike in online website traffic, registration, and art sales.

Some of our recent Press:

THE HUFFINGTON POST

VANITY FAIR

VOGUE

WWD

NEW YORK MAGAZINE

BLOOMBERG.COM

MEDIABISTRO

NEW YORK DAILY NEWS



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## Online Advertising

### Front Page

First point of access for all KiptonART.com visitors.

### Artists Page

Trusted gateway to all artists' profiles and works available for purchase online.

### Events

The KiptonART calendar is a tool to promote upcoming events and facilitate ticket sales, utilized by artists and KiptonART affiliates.

### Magazine

With over 10 reporters and notable contributors the magazine is growing to be a destination for many culture-vultures. The magazine covers a variety of topics these include film, music, art, commerce, philanthropy, and style.

The image displays three screenshots of the KiptonART website. The top screenshot shows the front page with the KiptonART logo, navigation menu (HOME, ABOUT, ARTISTS, EVENTS, PRESS, MAGAZINE, BLOG, LOG IN / REGISTER), and a featured artist section for Asprey. The middle screenshot shows the ARTISTS page with a featured artist profile for Jade Diskew, including her bio and a photograph. The bottom screenshot shows the ONLINE MAGAZINE section with a featured article titled 'Whitney Art Party's Chic Revival' by Kipton Crankle, dated June 19th, 2015.

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I bought a piece from KiptonART.com and when it arrived, there were no surprises. What you see is what you get. The website is so well laid out, it's extremely easy to navigate and I find it to be the best site for legitimate emerging artists' work... Basically, everyone wins.

”

**- Troy Tunell, Vice President, Investments Advisory & Brokerage Services, UBS Financial Services**

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## Contact

Please contact us to obtain a rate sheet or to discuss possible online and/or event-related ventures.

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Serge Strosberg, *Love Warrior*, Painting, Oil and tempura on canvas

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