

Community Endorsement

ICANN
Suite 330, 4676 Admiralty Way
Marina del Rey, CA 90292

Attention: New gTLD Evaluation Process

Subject: Letter of support for .ART

To Whom It May Concern:

This letter is to confirm that A Prior Magazine fully supports the application for the .ART Top Level Domain submitted to the Internet Corporation for Assigned Names and Numbers ("ICANN") by e-flux in the "New gTLD Program".

A Prior Magazine is a leader in the art community acting as an organization publishing artist projects and creating unique moments and documents, so as to bring forward the depth and breadth of artistic practice. The publication is based in Belgium, published in English and expands its focus internationally.

e-flux is known in the art field for its extremely high quality of content, developed through the careful selection of institutions it works with. Consequently, it has become a key node through which much of the important information about art on the Internet passes. After more than a decade of administering the flow of such information, e-flux has developed a uniquely informed perspective on the development of art, its practitioners, institutions, and publications in virtually all parts of the world. e-flux plans to bring this unique knowledge to the .art domain, which it envisions as a reliable, clean, selective, ethical, and informative resource for art professionals, institutions of art and art education, and the general public. For over a decade, e-flux has demonstrated that it possesses the knowledge necessary to administer such a domain on a global scale. Under e-flux's custodianship, the .ART gTLD will become a valuable and encyclopedic resource for anyone interested in art.

A Prior Magazine has worked closely with e-flux.

A Prior Magazine supports this application, and in doing so, understands that in the event that the application is successful, e-flux will be required to enter into a Registry Agreement with ICANN. In doing so, e-flux will be required to pay fees to ICANN and comply with consensus policies developed through the ICANN multi-stakeholder policy processes.

This application is being submitted as a community-based application, and as such it is understood that the Registry Agreement will reflect the community restrictions proposed in the application. In the event that we believe the registry is not complying with these restrictions, possible avenues of recourse include the Registry Restrictions Dispute Resolution Procedure.

Yours sincerely,

Els Roelandt
Chief editor
A Prior Magazine - J. Kluyskensstraat 6, 9000 Ghent, Belgium



Community Endorsement

ICANN
Suite 330, 4676 Admiralty Way
Marina del Rey, CA 90292

Attention: New gTLD Evaluation Process

Subject: Letter of support for .ART

To Whom It May Concern:

This letter is to confirm that Karen Archey fully supports the application for the .ART Top Level Domain submitted to the Internet Corporation for Assigned Names and Numbers ("ICANN") by e-flux in the "New gTLD Program".

Archey is a leader in the art community acting as Editor-at-Large of Rhizome at the New Museum; Curatorial Director of Stadium, a gallery in the Chelsea art district; and works as an art critic for various publications throughout the world, such as ARTINFO (New York), Spike Art Quarterly (Vienna), Modern Painters (New York), Art and Australia (Sydney), MAP Magazine (Glasgow), Flash Art (Milan), Art-Agenda (New York), and LEAP (Beijing), where she also writes a bimonthly column on Western art. She frequently participates on judicial committees and panels on the state of contemporary art, and has acted as a visiting critic for graduate art departments for educational institutions throughout the United States. Moreover, Archey's research specialty is examining the developing role the internet plays in influencing the sphere of artistic production and information dissemination, rendering her a particularly apt voice on the subject of the New gTLD Program.

e-flux is known in the art field for its extremely high quality of content, developed through the careful selection of institutions it works with. Consequently, it has become a key node through which much of the important information about art on the Internet passes. After more than a decade of administering the flow of such information, e-flux has developed a uniquely informed perspective on the development of art, its practitioners, institutions, and publications in virtually all parts of the world. e-flux plans to bring this unique knowledge to the .art domain, which it envisions as a reliable, clean, selective, ethical, and informative resource for art professionals, institutions of art and art education, and the general public. For over a decade, e-flux has demonstrated that it possesses the knowledge necessary to administer such a domain on a global scale. Under e-flux's custodianship, the .ART gTLD will become a valuable and encyclopedic resource for anyone interested in art.

Archey has worked closely with e-flux.

Archey supports this application, and in doing so, understands that in the event that the application is successful, e-flux will be required to enter into a Registry Agreement with ICANN. In doing so, they will be required to pay fees to ICANN and comply with consensus policies developed through the ICANN multi-stakeholder policy processes.

This application is being submitted as a community-based application, and as such it is understood that the Registry Agreement will reflect the community restrictions proposed in the application. In the event that we believe the registry is not complying with these restrictions, possible avenues of recourse include the Registry Restrictions Dispute Resolution Procedure.

Yours sincerely,

Karen Archey

Art|43|Basel|14-17|6|12

Basel, April 03, 2012

Community Endorsement

ICANN
Suite 330, 4676 Admiralty Way
Marina del Rey, CA 90292

Attention: New gTLD Evaluation Process

Subject: Letter of support for .ART

To Whom It May Concern:

This letter is to confirm that Art Basel fully supports the application for the .ART Top Level Domain submitted to the Internet Corporation for Assigned Names and Numbers ("ICANN") by e-flux in the "New gTLD Program".

Art Basel is a leader in the art community acting as the world's premier international art show for Modern and contemporary works. The two Art Basel fairs feature nearly 500 leading galleries from North America, Latin America, Europe, Asia and Africa and include the work of more than 2,500 artists. The exhibition includes the highest-quality paintings, sculptures, drawings, installations, photographs, video and editioned works. Art Basel also features a wide range of talks and events encouraging the exchange of ideas between figures active in the international art world. In addition, Art Basel will soon launch a third show in Hong Kong.

Art Basel can vouch for e-flux, because e-flux is known in the art field for its extremely high quality of content, developed through the careful selection of institutions it works with. Consequently, it has become a key node through which much of the important information about art on the Internet passes. After more than a decade of administering the flow of such information, e-flux has developed a uniquely informed perspective on the development of art, its practitioners, institutions, and publications in virtually all parts of the world. e-flux plans to bring this unique knowledge to the .art domain, which it envisions as a reliable, clean, selective, ethical, and informative resource for art professionals, institutions of art and art education, and the general public. For over a decade, e-flux has demonstrated that it possesses the knowledge necessary to administer such a domain on a global scale. Under e-flux's custodianship, the .ART gTLD will become a valuable and encyclopedic resource for anyone interested in art.

Art Basel supports this application, and in doing so, understands that in the event that the application is successful, e-flux will be required to enter into a Registry Agreement with ICANN.

Art | 43 | Basel | 14 – 17 | 6 | 12

In doing so, they will be required to pay fees to ICANN and comply with consensus policies developed through the ICANN multi-stakeholder policy processes.

This application is being submitted as a community-based application, and as such it is understood that the Registry Agreement will reflect the community restrictions proposed in the application. In the event that we believe the registry is not complying with these restrictions, possible avenues of recourse include the Registry Restrictions Dispute Resolution Procedure.

Yours sincerely,



Marc Spiegler
Co-Director



350 SEVENTH AVENUE
NEW YORK NY 10001
TEL 212 475 4000
FAX 212 529 1257

Community Endorsement

ICANN
Suite 330, 4676 Admiralty Way
Marina del Rey, CA 90292

Attention: New gTLD Evaluation Process

Subject: Letter of support for .ART

To Whom It May Concern:

This letter is to confirm that Knight Landesman fully supports the application for the .ART Top Level Domain submitted to the Internet Corporation for Assigned Names and Numbers ("ICANN") by e-flux in the "New gTLD Program".

Knight Landesman is a leader in the art community acting as publisher of *Artforum* for twenty years. *Artforum* is the world's premier art magazine. For over fifty years, professional artists and critics have regarded *Artforum* as the magazine of record, while collectors and curators have looked to *Artforum* for the first word in artistic achievement.

e-flux is known in the art field for its extremely high quality of content, developed through the careful selection of institutions it works with. Consequently, it has become a key node through which much of the important information about art on the Internet passes. After more than a decade of administering the flow of such information, e-flux has developed a uniquely informed perspective on the development of art, its practitioners, institutions, and publications in virtually all parts of the world. e-flux plans to bring this unique knowledge to the .art domain, which it envisions as a reliable, clean, selective, ethical, and informative resource for art professionals, institutions of art and art education, and the general public. For over a decade, e-flux has demonstrated that it possesses the knowledge necessary to administer such a domain on a global scale. Under e-flux's custodianship, the .ART gTLD will become a valuable and encyclopedic resource for anyone interested in art.

Artforum and Knight Landesman work closely with e-flux.

Knight Landesman supports this application, and in doing so, understands that in the event that the application is successful, e-flux will be required to enter into a Registry Agreement with ICANN. In doing so, they will be required to pay fees to ICANN and comply with consensus policies developed through the ICANN multi-stakeholder policy processes.

This application is being submitted as a community-based application, and as such it is understood that the Registry Agreement will reflect the community restrictions proposed in the application. In the event that we believe the registry is not complying with these restrictions, possible avenues of recourse include the Registry Restrictions Dispute Resolution Procedure.

Yours sincerely,

Knight Landesman
Publisher
ARTFORUM
350 7th Avenue
New York, NY 10001

A handwritten signature in black ink, appearing to read "Knight Landesman". The signature is fluid and cursive, with a long horizontal stroke at the end.

Artists
Space

38 Greene Street
3rd Floor
New York
NY 10013
T 212 226 3970
www.artistspace.org



April 2, 2012

ICANN
Suite 330, 4676 Admiralty Way
Marina del Rey, CA 90292

Attention: New gTLD Evaluation Process

Subject: Letter of support for .ART

To Whom It May Concern:

This letter is to confirm that Artists Space fully supports the application for the .ART Top Level Domain submitted to the Internet Corporation for Assigned Names and Numbers ("ICANN") by e-flux in the "New gTLD Program".

Artists Space is a leader in the art community. Founded in 1972, Artists Space has successfully contributed to changing the institutional and economic landscape for contemporary art in New York City - lending support to emerging ideas and emerging artists alike. Today, Artists Space is a place for discussion and examination that proposes new modes of production, setting new relations into play and shifting its focus away from the presentation of works alone - ultimately, a center for new ideas in a radically changing world.

e-flux is known in the art field for its extremely high quality of content, developed through the careful selection of institutions it works with. Consequently, it has become a key node through which much of the important information about art on the Internet passes. After more than a decade of administering the flow of such information, e-flux has developed a uniquely informed perspective on the development of art, its practitioners, institutions, and publications in virtually all parts of the world. e-flux plans to bring this unique knowledge to the .art domain, which it envisions as a reliable, clean, selective, ethical, and informative resource for art professionals, institutions of art and art education, and the general public. For over a decade, e-flux has demonstrated that it possesses the knowledge necessary to administer such a domain on a global scale. Under e-flux's custodianship, the .ART gTLD will become a valuable and encyclopedic resource for anyone interested in art.

Artists Space can vouch for e-flux.

Artists Space supports this application, and in doing so, understands that in the event that the application is successful, e-flux will be required to enter into a Registry Agreement with ICANN. In doing so, they will be required to pay fees to ICANN and comply with consensus policies developed through the ICANN multi-stakeholder policy processes.



This application is being submitted as a community-based application, and as such it is understood that the Registry Agreement will reflect the community restrictions proposed in the application. In the event that we believe the registry is not complying with these restrictions, possible avenues of recourse include the Registry Restrictions Dispute Resolution Procedure.

Yours sincerely,

Stefan Kalmár
Executive Director & Curator

A handwritten signature in black ink that reads "Stefan Kalmár". The signature is fluid and cursive, with the first letters of the first and last names being capitalized and prominent.

Artists Space
38 Greene Street, 3rd Floor
New York, NY 10013
212 226 3970



Community Endorsement

ICANN
Suite 330, 4676 Admiralty Way
Marina del Rey, CA 90292

Attention: New gTLD Evaluation Process

Subject: Letter of support for .ART

To Whom It May Concern:

This letter is to confirm that Zdenka Badovinac fully supports the application for the .ART Top Level Domain submitted to the Internet Corporation for Assigned Names and Numbers ("ICANN") by e-flux in the "New gTLD Program".

Zdenka Badovinac is a leader in the art community acting as the Director of Moderna galerija in Ljubljana, the Slovenian museum of modern and contemporary art.

e-flux is known in the art field for its extremely high quality of content, developed through the careful selection of institutions it works with. Consequently, it has become a key node through which much of the important information about art on the Internet passes. After more than a decade of administering the flow of such information, e-flux has developed a uniquely informed perspective on the development of art, its practitioners, institutions, and publications in virtually all parts of the world. e-flux plans to bring this unique knowledge to the .art domain, which it envisions as a reliable, clean, selective, ethical, and informative resource for art professionals, institutions of art and art education, and the general public. For over a decade, e-flux has demonstrated that it possesses the knowledge necessary to administer such a domain on a global scale. Under e-flux's custodianship, the .ART gTLD will become a valuable and encyclopedic resource for anyone interested in art.

Zdenka Badovinac has worked closely with e-flux.

Zdenka Badovinac supports this application, and in doing so, understands that in the event that the application is successful, e-flux will be required to enter into a Registry Agreement with ICANN. In doing so, they will be required to pay fees to ICANN and comply with consensus policies developed through the ICANN multi-stakeholder policy processes. This application is being submitted as a community-based application, and as such it is understood that the Registry Agreement will reflect the community restrictions proposed in the application. In the

event that we believe the registry is not complying with these restrictions, possible avenues of recourse include the Registry Restrictions Dispute Resolution Procedure.

Yours sincerely,

Zdenka Badovinac
Director of Moderna galerija, Ljubljana

Signature

A handwritten signature in black ink, consisting of a stylized, cursive 'Z' followed by a long horizontal stroke extending to the right.

Community Endorsement

ICANN
Suite 330, 4676 Admiralty Way
Marina del Rey, CA 90292

Attention: New gTLD Evaluation Process

Subject: Letter of support for .ART

To Whom It May Concern:

This letter is to confirm that BAS/ Banu Cennetoglu fully supports the application for the .ART Top Level Domain submitted to the Internet Corporation for Assigned Names and Numbers ("ICANN") by e-flux in the "New gTLD Program".

BAS is a leader in the art community acting as a non for profit space dealing with artists' books and printed matter in terms of collection, production and distribution. e-flux is known in the art field for its extremely high quality of content, developed through the careful selection of institutions it works with. Consequently, it has become a key node through which much of the important information about art on the Internet passes. After more than a decade of administering the flow of such information, e-flux has developed a uniquely informed perspective on the development of art, its practitioners, institutions, and publications in virtually all parts of the world. e-flux plans to bring this unique knowledge to the .art domain, which it envisions as a reliable, clean, selective, ethical, and informative resource for art professionals, institutions of art and art education, and the general public. For over a decade, e-flux has demonstrated that it possesses the knowledge necessary to administer such a domain on a global scale. Under e-flux's custodianship, the .ART gTLD will become a valuable and encyclopedic resource for anyone interested in art.

BAS can vouch for e-flux.

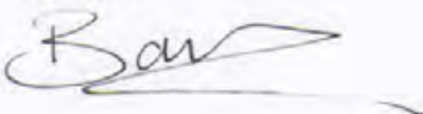
BAS supports this application, and in doing so, understands that in the event that the application is successful, e-flux will be required to enter into a Registry Agreement with ICANN. In doing so, they will be required to pay fees to ICANN and comply with consensus policies developed through the ICANN multi-stakeholder policy processes.

This application is being submitted as a community-based application, and as such it is understood that the Registry Agreement will reflect the community restrictions proposed in the application. In the event that we believe the registry is not complying with these restrictions, possible avenues of recourse include the Registry Restrictions Dispute Resolution Procedure.

Yours sincerely,

Banu Cennetoglu / BAS
Necati Bey Caddesi no 32/2 Karakoy Istanbul Turkey

Signature



Community Endorsement

ICANN
Suite 330, 4676 Admiralty Way
Marina del Rey, CA 90292

Attention: New gTLD Evaluation Process

Subject: Letter of support for .ART

To Whom It May Concern:

This letter is to confirm that Daniel Baumann fully supports the application for the .ART Top Level Domain submitted to the Internet Corporation for Assigned Names and Numbers ("ICANN") by e-flux in the "New gTLD Program".

Daniel Baumann is a leader in the art community acting as the curator of the 2013 Carnegie International in Pittsburgh, and as the director of the Adolf Wölfli Foundation, Museum of Fine Arts Bern, Switzerland.

e-flux is known in the art field for its extremely high quality of content, developed through the careful selection of institutions it works with. Consequently, it has become a key node through which much of the important information about art on the Internet passes. After more than a decade of administering the flow of such information, e-flux has developed a uniquely informed perspective on the development of art, its practitioners, institutions, and publications in virtually all parts of the world. e-flux plans to bring this unique knowledge to the .art domain, which it envisions as a reliable, clean, selective, ethical, and informative resource for art professionals, institutions of art and art education, and the general public. For over a decade, e-flux has demonstrated that it possesses the knowledge necessary to administer such a domain on a global scale. Under e-flux's custodianship, the .ART gTLD will become a valuable and encyclopedic resource for anyone interested in art.

Daniel Baumann can vouch for e-flux.

Daniel Baumann supports this application, and in doing so, understands that in the event that the application is successful, e-flux will be required to enter into a Registry Agreement with ICANN. In doing so, they will be required to pay fees to ICANN and comply with consensus policies developed through the ICANN multi-stakeholder policy processes.

This application is being submitted as a community-based application, and as such it is understood that the Registry Agreement will reflect the community restrictions proposed in the application. In the event that we believe the registry is not complying with these restrictions, possible avenues of recourse include the Registry Restrictions Dispute Resolution Procedure.

Yours sincerely,

Daniel Baumann
Carnegie Museum of Art
4400 Forbes Avenue
Pittsburgh, 15213 PA



Community Endorsement

ICANN
Suite 330, 4676 Admiralty Way
Marina del Rey, CA 90292

Attention: New gTLD Evaluation Process

Subject: Letter of support for .ART

To Whom It May Concern:

This letter is to confirm that I, Andrew Berardini, fully supports the application for the .ART Top Level Domain submitted to the Internet Corporation for Assigned Names and Numbers (“ICANN”) by e-flux in the “New gTLD Program”.

I, Andrew Berardini, am a leader in the art community acting as art critic for the weekly newspaper the LA Weekly and deputy editor for the online publication Artslant.

e-flux is known in the art field for its extremely high quality of content, developed through the careful selection of institutions it works with. Consequently, it has become a key node through which much of the important information about art on the Internet passes. After more than a decade of administering the flow of such information, e-flux has developed a uniquely informed perspective on the development of art, its practitioners, institutions, and publications in virtually all parts of the world. e-flux plans to bring this unique knowledge to the .art domain, which it envisions as a reliable, clean, selective, ethical, and informative resource for art professionals, institutions of art and art education, and the general public. For over a decade, e-flux has demonstrated that it possesses the knowledge necessary to administer such a domain on a global scale. Under e-flux’s custodianship, the .ART gTLD will become a valuable and encyclopedic resource for anyone interested in art.

I, Andrew Berardini, have worked closely with e-flux.

Andrew Berardini supports this application, and in doing so, understands that in the event that the application is successful, e-flux will be required to enter into a Registry Agreement with ICANN. In doing so, they will be required to pay fees to ICANN and comply with consensus policies developed through the ICANN multi-stakeholder policy processes.

This application is being submitted as a community-based application, and as such it is understood that the Registry Agreement will reflect the community restrictions proposed in the application. In the event that we believe the registry is not complying with these restrictions, possible avenues of recourse include the Registry Restrictions Dispute Resolution Procedure.

Yours sincerely,

A handwritten signature in blue ink, appearing to read 'Andrew Berardini', with a stylized, flowing script.

Andrew Berardini
923 N Beaudry Ave.
Los Angeles, CA 90012
Andrew.berardini@gmail.com

Community Endorsement

ICANN
Suite 330, 4676 Admiralty Way
Marina del Rey, CA 90292

Attention: New gTLD Evaluation Process

Subject: Letter of support for .ART

To Whom It May Concern:

This letter is to confirm that Klaus Biesenbach fully supports the application for the .ART Top Level Domain submitted to the Internet Corporation for Assigned Names and Numbers ("ICANN") by e-flux in the "New gTLD Program".

Klaus Biesenbach is a leader in the art community acting as the Director of MoMA PS1. e-flux is known in the art field for its extremely high quality of content, developed through the careful selection of institutions it works with. Consequently, it has become a key node through which much of the important information about art on the Internet passes. After more than a decade of administering the flow of such information, e-flux has developed a uniquely informed perspective on the development of art, its practitioners, institutions, and publications in virtually all parts of the world. e-flux plans to bring this unique knowledge to the .art domain, which it envisions as a reliable, clean, selective, ethical, and informative resource for art professionals, institutions of art and art education, and the general public. For over a decade, e-flux has demonstrated that it possesses the knowledge necessary to administer such a domain on a global scale. Under e-flux's custodianship, the .ART gTLD will become a valuable and encyclopedic resource for anyone interested in art.

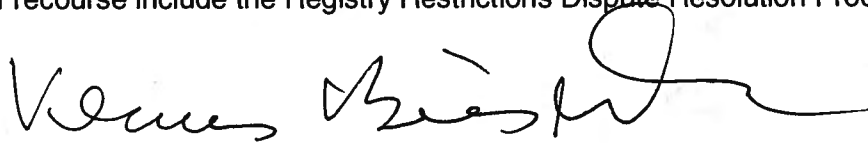
Klaus Biesenbach can vouch for e-flux.

Klaus Biesenbach supports this application, and in doing so, understands that in the event that the application is successful, e-flux will be required to enter into a Registry Agreement with ICANN. In doing so, they will be required to pay fees to ICANN and comply with consensus policies developed through the ICANN multi-stakeholder policy processes.

This application is being submitted as a community-based application, and as such it is understood that the Registry Agreement will reflect the community restrictions proposed in the application. In the event that we believe the registry is not complying with these restrictions, possible avenues of recourse include the Registry Restrictions Dispute Resolution Procedure.

Yours sincerely,

Klaus Biesenbach
Director, MoMA PS1
22-25 Jackson Avenue
Long Island City, NY 11101



Signature

Community Endorsement

ICANN
Suite 330, 4676 Admiralty Way
Marina del Rey, CA 90292

Attention: New gTLD Evaluation Process

Subject: Letter of support for .ART

To Whom It May Concern:

This letter is to confirm that Daniel Birnbaum fully supports the application for the .ART Top Level Domain submitted to the Internet Corporation for Assigned Names and Numbers ("ICANN") by e-flux in the "New gTLD Program".

Daniel Birnbaum is a leader in the art community acting as Director of Moderna Museet, Stockholm, Sweden.

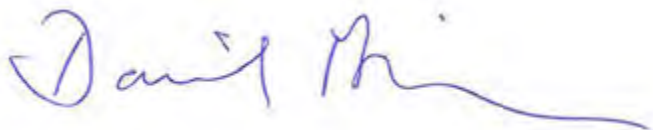
e-flux is known in the art field for its extremely high quality of content, developed through the careful selection of institutions it works with. Consequently, it has become a key node through which much of the important information about art on the Internet passes. After more than a decade of administering the flow of such information, e-flux has developed a uniquely informed perspective on the development of art, its practitioners, institutions, and publications in virtually all parts of the world. e-flux plans to bring this unique knowledge to the .art domain, which it envisions as a reliable, clean, selective, ethical, and informative resource for art professionals, institutions of art and art education, and the general public. For over a decade, e-flux has demonstrated that it possesses the knowledge necessary to administer such a domain on a global scale. Under e-flux's custodianship, the .ART gTLD will become a valuable and encyclopedic resource for anyone interested in art.

Daniel Birnbaum has worked closely with e-flux.

Daniel Birnbaum supports this application, and in doing so, understands that in the event that the application is successful, e-flux will be required to enter into a Registry Agreement with ICANN. In doing so, they will be required to pay fees to ICANN and comply with consensus policies developed through the ICANN multi-stakeholder policy processes.

This application is being submitted as a community-based application, and as such it is understood that the Registry Agreement will reflect the community restrictions proposed in the application. In the event that we believe the registry is not complying with these restrictions, possible avenues of recourse include the Registry Restrictions Dispute Resolution Procedure.

Yours sincerely,



Daniel Birnbaum
Moderna Museet

Box 16382
SE-103 27 Stockholm, Sweden

Community Endorsement

ICANN
Suite 330, 4676 Admiralty Way
Marina del Rey, CA 90292

Attention: New gTLD Evaluation Process

Subject: Letter of support for .ART

To Whom It May Concern:

This letter is to confirm that I fully support the application for the .ART Top Level Domain submitted to the Internet Corporation for Assigned Names and Numbers ("ICANN") by e-flux in the "New gTLD Program".

I am a leading art historian and critic working on contemporary art. I research and publish internationally, and am tenured as Associate Professor in the PhD Program in Art History at the Graduate Center of the City University of New York.

e-flux is known in the art field for its extremely high quality of content, developed through the careful selection of institutions it works with. Consequently, it has become a key node through which much of the important information about art on the Internet passes. After more than a decade of administering the flow of such information, e-flux has developed a uniquely informed perspective on the development of art, its practitioners, institutions, and publications in virtually all parts of the world. e-flux plans to bring this unique knowledge to the .art domain, which it envisions as a reliable, clean, selective, ethical, and informative resource for art professionals, institutions of art and art education, and the general public. For over a decade, e-flux has demonstrated that it possesses the knowledge necessary to administer such a domain on a global scale. Under e-flux's custodianship, the .ART gTLD will become a valuable and encyclopedic resource for anyone interested in art.

I have worked with e-flux in the past, and can vouch for its reputation.

I support this application, and in doing so, understands that in the event that the application is successful, e-flux will be required to enter into a Registry Agreement with ICANN. In doing so, they will be required to pay fees to ICANN and comply with consensus policies developed through the ICANN multi-stakeholder policy processes.

This application is being submitted as a community-based application, and as such it is understood that the Registry Agreement will reflect the community restrictions proposed in the application. In the event that we believe the registry is not complying with these restrictions, possible avenues of recourse include the Registry Restrictions Dispute Resolution Procedure.

Yours sincerely,

Claire Bishop
Associate Professor
PhD Program in Art History
CUNY Graduate Center
365 Fifth Avenue
NY NY 10016

Community Endorsement

ICANN
Suite 330, 4676 Admiralty Way
Marina del Rey, CA 90292

Attention: New gTLD Evaluation Process

Subject: Letter of support for .ART

To Whom It May Concern:

This letter is to confirm that Ursula Davila-Villa, associate curator at the Blanton Museum of Art at The University of Texas, fully supports the application for the .ART Top Level Domain submitted to the Internet Corporation for Assigned Names and Numbers (“ICANN”) by e-flux in the “New gTLD Program”.

The Blanton Museum of Art is widely recognized as a leader in the field of Latin American art. Since 2004, The Blanton has collected and exhibited works by a number of artists included in the exhibition, and was the first U.S. museum to acquire, present, and discuss the work of this group as part of the museum’s continuing commitment to strengthening its holdings of Argentinean modern and contemporary art. Additionally, *Recovering Beauty* builds upon the museum’s history of innovative and scholarly exhibitions in this field—over 100 exhibitions of Latin American art to date—including *Jorge Macchi: The Anatomy of Melancholy*, *Recovering Beauty: The 1990s in Buenos Aires*, and the museum’s America/Americas permanent collection installation.

e-flux is known in the art field for its extremely high quality of content, developed through the careful selection of institutions it works with. Consequently, it has become a key node through which much of the important information about art on the Internet passes. After more than a decade of administering the flow of such information, e-flux has developed a uniquely informed perspective on the development of art, its practitioners, institutions, and publications in virtually all parts of the world. e-flux plans to bring this unique knowledge to the .art domain, which it envisions as a reliable, clean, selective, ethical, and informative resource for art professionals, institutions of art and art education, and the general public. For over a decade, e-flux has demonstrated that it possesses the knowledge necessary to administer such a domain on a global scale. Under e-flux’s custodianship, the .ART gTLD will become a valuable and encyclopedic resource for anyone interested in art.

The Blanton Museum of Art has worked closely with e-flux to promote all our exhibitions and we plan to continue our relationship with this organization.

The Blanton Museum of Art supports this application, and in doing so, understands that in the event that the application is successful, e-flux will be required to enter into a Registry Agreement with ICANN. In doing so, they will be required to pay fees to ICANN and comply with consensus policies developed through the ICANN multi-stakeholder policy processes.

This application is being submitted as a community-based application, and as such it is understood that the Registry Agreement will reflect the community restrictions proposed in the application. In the event that we believe the registry is not complying with these restrictions, possible avenues of recourse include the Registry Restrictions Dispute Resolution Procedure.

Yours sincerely,

Ursula Davila-Villa
Associate Curator
Blanton Museum of Art at The University of Texas

Community Endorsement

ICANN
Suite 330, 4676 Admiralty Way
Marina del Rey, CA 90292

Attention: New gTLD Evaluation Process

Subject: Letter of support for .ART

To Whom It May Concern:

This letter is to confirm that Kimberly Bradley fully supports the application for the .ART Top Level Domain submitted to the Internet Corporation for Assigned Names and Numbers ("ICANN") by e-flux in the "New gTLD Program".

Ms. Bradley is a leader in the art community acting as a critic, journalist and editor in the art field.

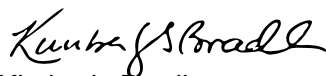
e-flux is known in the art field for its extremely high quality of content, developed through the careful selection of institutions it works with. Consequently, it has become a key node through which much of the important information about art on the Internet passes. After more than a decade of administering the flow of such information, e-flux has developed a uniquely informed perspective on the development of art, its practitioners, institutions, and publications in virtually all parts of the world. e-flux plans to bring this unique knowledge to the .art domain, which it envisions as a reliable, clean, selective, ethical, and informative resource for art professionals, institutions of art and art education, and the general public. For over a decade, e-flux has demonstrated that it possesses the knowledge necessary to administer such a domain on a global scale. Under e-flux's custodianship, the .ART gTLD will become a valuable and encyclopedic resource for anyone interested in art.

Ms. Bradley can vouch for and has worked closely with e-flux.

Ms. Bradley supports this application, and in doing so, understands that in the event that the application is successful, e-flux will be required to enter into a Registry Agreement with ICANN. In doing so, they will be required to pay fees to ICANN and comply with consensus policies developed through the ICANN multi-stakeholder policy processes.

This application is being submitted as a community-based application, and as such it is understood that the Registry Agreement will reflect the community restrictions proposed in the application. In the event that we believe the registry is not complying with these restrictions, possible avenues of recourse include the Registry Restrictions Dispute Resolution Procedure.

Yours sincerely



Kimberly Bradley
Kleine Hamburger Strasse 15
10117 Berlin

Community Endorsement

ICANN
Suite 330, 4676 Admiralty Way
Marina del Rey, CA 90292

Attention: New gTLD Evaluation Process

Subject: Letter of support for .ART

To Whom It May Concern:

This letter is to confirm that Immaterial Incorporated (dba Cabinet) fully supports the application for the .ART Top Level Domain submitted to the Internet Corporation for Assigned Names and Numbers ("ICANN") by e-flux in the "New gTLD Program".

Immaterial Incorporated, a 501(c)(3) based in Brooklyn, NY, is a leader in the art community, producing as it does a highly regarded quarterly magazine of art and culture named *Cabinet*; operating its own highly active event venue; and mounting exhibitions at some of the most important museums and exhibition centers around the world.

e-flux is known in the art field for its extremely high quality of content, developed through the careful selection of institutions it works with. Consequently, it has become a key node through which much of the important information about art on the Internet passes. After more than a decade of administering the flow of such information, e-flux has developed a uniquely informed perspective on the development of art, its practitioners, institutions, and publications in virtually all parts of the world. e-flux plans to bring this unique knowledge to the .art domain, which it envisions as a reliable, clean, selective, ethical, and informative resource for art professionals, institutions of art and art education, and the general public. For over a decade, e-flux has demonstrated that it possesses the knowledge necessary to administer such a domain on a global scale. Under e-flux's custodianship, the .ART gTLD will become a valuable and encyclopedic resource for anyone interested in art.

Immaterial Incorporated has worked closely with e-flux over the past ten years and can vouch for their commitment and integrity within the field.

Immaterial Incorporated supports this application, and in doing so, understands that in the event that the application is successful, e-flux will be required to enter into a Registry Agreement with ICANN. In doing so, they will be required to pay fees to ICANN and comply with consensus policies developed through the ICANN multi-stakeholder policy processes.

This application is being submitted as a community-based application, and as such it is understood that the Registry Agreement will reflect the community restrictions proposed in the

application. In the event that we believe the registry is not complying with these restrictions, possible avenues of recourse include the Registry Restrictions Dispute Resolution Procedure.

Yours sincerely,

A handwritten signature in dark ink, consisting of a series of loops and a long horizontal stroke.

Sina Najafi
Immaterial Incorporated, President
Cabinet magazine, Editor-in-chief

Community Endorsement

ICANN
Suite 330, 4676 Admiralty Way
Marina del Rey, CA 90292

Lisbon, 30th March 2012

Attention: New gTLD Evaluation Process

Subject: Letter of support for .ART

To Whom It May Concern:

This letter is to confirm that the Calouste Gulbenkian Foundation fully supports the application for the .ART Top Level Domain submitted to the Internet Corporation for Assigned Names and Numbers ("ICANN") by e-flux in the "New gTLD Program".

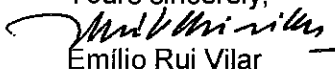
The Calouste Gulbenkian Foundation is a leader in the Portuguese art community. It maintains a museum, containing the founder's private collection, and a Modern Art Centre, which comprises and exhibits the foundation's collection of contemporary art works. The foundation also supports the creation, dissemination and research on plastic arts, architecture and design; history of art; archaeology and heritage; cinema and theatre. The foundation's Music Department manages two artistic groups, an orchestra and a choir, and annually promotes a music season.

e-flux is known in the art field for its extremely high quality of content, developed through the careful selection of institutions it works with. Consequently, it has become a key node through which much of the important information about art on the Internet passes. After more than a decade of administering the flow of such information, e-flux has developed a uniquely informed perspective on the development of art, its practitioners, institutions, and publications in virtually all parts of the world. e-flux plans to bring this unique knowledge to the .art domain, which it envisions as a reliable, clean, selective, ethical, and informative resource for art professionals, institutions of art and art education, and the general public. For over a decade, e-flux has demonstrated that it possesses the knowledge necessary to administer such a domain on a global scale. Under e-flux's custodianship, the .ART gTLD will become a valuable and encyclopedic resource for anyone interested in art.

The Calouste Gulbenkian Foundation supports this application, and in doing so, understands that in the event that the application is successful, e-flux will be required to enter into a Registry Agreement with ICANN. In doing so, e-Flux will be required to pay fees to ICANN and comply with consensus policies developed through the ICANN multi-stakeholder policy processes.

This application is being submitted as a community-based application, and as such it is understood that the Registry Agreement will reflect the community restrictions proposed in the application. In the event that we believe the registry is not complying with these restrictions, possible avenues of recourse include the Registry Restrictions Dispute Resolution Procedure.

Yours sincerely,



Emilio Rui Vilar

President of the Board of Trustees

Community Endorsement

ICANN
Suite 330, 4676 Admiralty Way
Marina del Rey, CA 90292

Attention: New gTLD Evaluation Process

Subject: Letter of support for .ART

To Whom It May Concern:

This letter is to confirm that Sarah Cosulich Canarutto fully supports the application for the .ART Top Level Domain submitted to the Internet Corporation for Assigned Names and Numbers ("ICANN") by e-flux in the "New gTLD Program".

Sarah Cosulich Canarutto is a leader in the art community acting as Director of Artissima, International Fair of Contemporary Art in Torino, Italy.

e-flux is known in the art field for its extremely high quality of content, developed through the careful selection of institutions it works with. Consequently, it has become a key node through which much of the important information about art on the Internet passes. After more than a decade of administering the flow of such information, e-flux has developed a uniquely informed perspective on the development of art, its practitioners, institutions, and publications in virtually all parts of the world. e-flux plans to bring this unique knowledge to the .art domain, which it envisions as a reliable, clean, selective, ethical, and informative resource for art professionals, institutions of art and art education, and the general public. For over a decade, e-flux has demonstrated that it possesses the knowledge necessary to administer such a domain on a global scale. Under e-flux's custodianship, the .ART gTLD will become a valuable and encyclopedic resource for anyone interested in art.

Sarah Cosulich Canarutto as representative of different organizations (Artissima, Torino / Biennale di Venezia / Villa Manin Centre for Contemporary Art, Udine) has worked closely with e-flux.

Sarah Cosulich Canarutto supports this application, and in doing so, understands that in the event that the application is successful, e-flux will be required to enter into a Registry Agreement with ICANN. In doing so, they will be required to pay fees to ICANN and comply with consensus policies developed through the ICANN multi-stakeholder policy processes.

This application is being submitted as a community-based application, and as such it is understood that the Registry Agreement will reflect the community restrictions proposed in the application. In the event that we believe the registry is not complying with these restrictions, possible avenues of recourse include the Registry Restrictions Dispute Resolution Procedure.

Yours sincerely,

Sarah Cosulich Canarutto

Director

Artissima

International Fair of Contemporary Art

Via Bertola, 44 - Torino, Italy

Signature

Community Endorsement

ICANN
Suite 330, 4676 Admiralty Way
Marina del Rey, CA 90292

Attention: New gTLD Evaluation Process

Subject: Letter of support for .ART

To Whom It May Concern:

This letter is to confirm that the Center for Historical Reenactments (CHR) fully supports the application for the .ART Top Level Domain submitted to the Internet Corporation for Assigned Names and Numbers ("ICANN") by e-flux in the "New gTLD Program".

CHR is Johannesburg based collaborative, independent and alternative platform run by artists, curators and educators. CHR initiates projects aimed at engaging local and international practitioners by raising critical questions that help to deconstruct particular readings of history in order to create a space in which new subjectivities can be imagined.

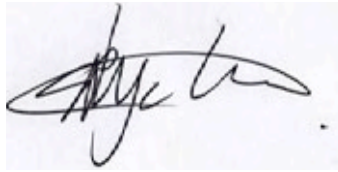
e-flux is known in the art field for its extremely high quality of content, developed through the careful selection of institutions it works with. Consequently, it has become a key node through which much of the important information about art on the Internet passes. After more than a decade of administering the flow of such information, e-flux has developed a uniquely informed perspective on the development of art, its practitioners, institutions, and publications in virtually all parts of the world. e-flux plans to bring this unique knowledge to the .art domain, which it envisions as a reliable, clean, selective, ethical, and informative resource for art professionals, institutions of art and art education, and the general public. For over a decade, e-flux has demonstrated that it possesses the knowledge necessary to administer such a domain on a global scale. Under e-flux's custodianship, the .ART gTLD will become a valuable and encyclopedic resource for anyone interested in art.

CHR supports this application, and in doing so, understands that in the event that the application is successful, e-flux will be required to enter into a Registry Agreement with ICANN. In doing so, they will be required to pay fees to ICANN and comply with consensus policies developed through the ICANN multi-stakeholder policy processes.

This application is being submitted as a community-based application, and as such it is understood that the Registry Agreement will reflect the community restrictions proposed in the application. In the event that we believe the registry is not complying with these restrictions, possible avenues of recourse include the Registry Restrictions Dispute Resolution Procedure.

Yours sincerely,

Gabi Ngcobo
Creative Director
Center for Historical Reenactments
32 August House
76-82 End Street
Johannesburg
2028
+27 82 080 7893

A handwritten signature in black ink, appearing to read 'Gabi Ngcobo', with a stylized flourish at the end.

Community Endorsement

ICANN
Suite 330, 4676 Admiralty Way
Marina del Rey, CA 90292

Attention: New gTLD Evaluation Process

Subject: Letter of support for .ART

To Whom It May Concern:

This letter is to confirm that Colin Chinnery fully supports the application for the .ART Top Level Domain submitted to the Internet Corporation for Assigned Names and Numbers (“ICANN”) by e-flux in the “New gTLD Program”.

Colin Chinnery is a leader in the art community acting as artist and curator based in China. Chinnery was a founding director of the Ullens Centre for Contemporary Art, China’s largest and most prestigious private contemporary art museum, and later was director of China’s leading art fair, ShContemporary. Chinnery is currently setting up a pan Asian art award, the Multitude Art Award and Discourse Series, and building a contemporary art museum, Wuhan Art Terminus (W.H.A.T.), in Wuhan, China.

e-flux is known in the art field for its extremely high quality of content, developed through the careful selection of institutions it works with. Consequently, it has become a key node through which much of the important information about art on the Internet passes. After more than a decade of administering the flow of such information, e-flux has developed a uniquely informed perspective on the development of art, its practitioners, institutions, and publications in virtually all parts of the world. e-flux plans to bring this unique knowledge to the .art domain, which it envisions as a reliable, clean, selective, ethical, and informative resource for art professionals, institutions of art and art education, and the general public. For over a decade, e-flux has demonstrated that it possesses the knowledge necessary to administer such a domain on a global scale. Under e-flux’s custodianship, the .ART gTLD will become a valuable and encyclopedic resource for anyone interested in art.

Colin Chinnery has worked closely with e-flux.

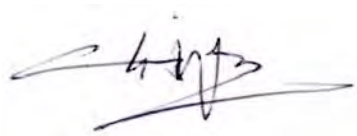
I support this application, and in doing so, understand that in the event that the application is successful, e-flux will be required to enter into a Registry Agreement with ICANN. In doing so, they will be required to pay fees to ICANN and comply with consensus policies developed through the ICANN multi-stakeholder policy processes.

This application is being submitted as a community-based application, and as such it is understood that the Registry Agreement will reflect the community restrictions proposed in the application. In the event that we believe the registry is not complying with these restrictions, possible avenues of recourse include the Registry Restrictions Dispute Resolution Procedure.

Yours sincerely,

Colin Chinnery

Signature

A handwritten signature in dark ink, appearing to be 'C. Chinnery', written on a light-colored rectangular background.

Community Endorsement

ICANN
Suite 330, 4676 Admiralty Way
Marina del Rey, CA 90292

Attention: New gTLD Evaluation Process

Subject: Letter of support for .ART

To Whom It May Concern:

This letter is to confirm that Binna Choi fully supports the application for the .ART Top Level Domain submitted to the Internet Corporation for Assigned Names and Numbers ("ICANN") by e-flux in the "New gTLD Program".

Binna Choi is a leader in the art community acting as director of Casco Office for Art, Design and Theory in Utrecht, the Netherlands.

e-flux is known in the art field for its extremely high quality of content, developed through the careful selection of institutions it works with. Consequently, it has become a key node through which much of the important information about art on the Internet passes. After more than a decade of administering the flow of such information, e-flux has developed a uniquely informed perspective on the development of art, its practitioners, institutions, and publications in virtually all parts of the world. e-flux plans to bring this unique knowledge to the .art domain, which it envisions as a reliable, clean, selective, ethical, and informative resource for art professionals, institutions of art and art education, and the general public. For over a decade, e-flux has demonstrated that it possesses the knowledge necessary to administer such a domain on a global scale. Under e-flux's custodianship, the .ART gTLD will become a valuable and encyclopedic resource for anyone interested in art.

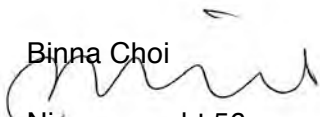
I have worked closely with e-flux.

I support this application, and in doing so, understands that in the event that the application is successful, e-flux will be required to enter into a Registry Agreement with ICANN. In doing so, they will be required to pay fees to ICANN and comply with consensus policies developed through the ICANN multi-stakeholder policy processes.

This application is being submitted as a community-based application, and as such it is understood that the Registry Agreement will reflect the community restrictions proposed in the application. In the event that we believe the registry is not complying with these restrictions, possible avenues of recourse include the Registry Restrictions Dispute Resolution Procedure.

Yours sincerely,

Binna Choi



Nieuwegracht 56g
3512LT Utrecht
The Netherlands

Community Endorsement

ICANN
Suite 330, 4676 Admiralty Way
Marina del Rey, CA 90292

Attention: New gTLD Evaluation Process

Subject: Letter of support for .ART

To Whom It May Concern:

This letter is to confirm that **CIRCA (Cairo International Resource Center for Art)** fully supports the application for the .ART Top Level Domain submitted to the Internet Corporation for Assigned Names and Numbers ("ICANN") by e-flux in the "New gTLD Program".

CIRCA is a leader in the art community acting as a contemporary art center actively working on promoting and furthering the study, creation and dissemination of contemporary art and its discourses in Egypt and internationally. It is a renewable idea, that manifests in various events, actions, works and encounters in time.

e-flux is known in the art field for its extremely high quality of content, developed through the careful selection of institutions it works with. Consequently, it has become a key node through which much of the important information about art on the Internet passes. After more than a decade of administering the flow of such information, e-flux has developed a uniquely informed perspective on the development of art, its practitioners, institutions, and publications in virtually all parts of the world. e-flux plans to bring this unique knowledge to the .art domain, which it envisions as a reliable, clean, selective, ethical, and informative resource for art professionals, institutions of art and art education, and the general public. For over a decade, e-flux has demonstrated that it possesses the knowledge necessary to administer such a domain on a global scale. Under e-flux's custodianship, the .ART gTLD will become a valuable and encyclopedic resource for anyone interested in art.

CIRCA can vouch for e-flux.

CIRCA supports this application, and in doing so, understands that in the event that the application is successful, e-flux will be required to enter into a Registry Agreement with ICANN. In doing so, they will be required to pay fees to ICANN and comply with consensus policies developed through the ICANN multi-stakeholder policy processes.

This application is being submitted as a community-based application, and as such it is understood that the Registry Agreement will reflect the community restrictions proposed in the application. In the event that we believe the registry is not complying with these restrictions, possible avenues of recourse include the Registry Restrictions Dispute Resolution Procedure.

Yours sincerely,



Sarah Rifky
Director

CIRCA
c/o Townhouse
10 Nabrawy St.
off Champollion St.
Cairo, Egypt

CREATIVETIME

Community Endorsement

ICANN
4676 Admiralty Way
Suite 330
Marina del Rey, CA 90292

Attention: New gTLD Evaluation Process

Subject: Letter of support for .ART

To Whom It May Concern:

This letter is to confirm that Creative Time fully supports the application for the .ART Top Level Domain submitted to the Internet Corporation for Assigned Names and Numbers ("ICANN") by e-flux in the "New gTLD Program".

Creative Time is a leader in the art community, as New York's foremost public art producer. Founded in 1974, Creative Time has realized groundbreaking projects in New York's five boroughs, and elsewhere in the United States, for almost four decades. The organization is dedicated to a belief in the power of art to create inspiring personal experiences and instigate social change. Creative Time is a beloved member of the art world and a celebrated player in the public sphere.

e-flux is known in the art field for its extremely high quality of content, developed through the careful selection of institutions it works with. Consequently, it has become a key node through which much of the important information about art on the Internet passes. After more than a decade of administering the flow of such information, e-flux has developed a uniquely informed perspective on the development of art, its practitioners, institutions, and publications in virtually all parts of the world. e-flux plans to bring this unique knowledge to the .art domain, which it envisions as a reliable, clean, selective, ethical, and informative resource for art professionals, institutions of art and art education, and the general public. For over a decade, e-flux has demonstrated that it possesses the knowledge necessary to administer such a domain on a global scale. Under e-flux's custodianship, the .ART gTLD will become a valuable and encyclopedic resource for anyone interested in art.

59 EAST 4TH STREET 6E
NEW YORK NY 10003
T 212 206 6674 F 212 255 8467
WWW.CREATIVETIME.ORG

BOARD OF DIRECTORS: PHILIP AARONS STEVEN ALDEN LISA ANASTOS JOANNE LEONHARDT CASSULLO SUZANNE COCHRAN BETH RUDIN DEWOODY
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ELIZABETH KABLER MARTIN KACE STEPHEN KRAMARSKY PATRICK LI VIK MUNIZ SHIRIN NESHAT WILLIAM SUSMAN JED WALENTAS DAVID WASSERMAN
BOARD CHAIR: AMANDA WEIL PRESIDENT AND ARTISTIC DIRECTOR: ANNE PASTERNAK

CREATIVETIME

Creative Time and e-flux share a mutual commitment to the accessibility of art and cultural discourse. We have collaborated on projects in the past, and Creative Time consistently advertises projects in e-flux's popular, globally distributed emails about art world happenings. Our organizations are close, on a professional level, and individual members of our respective staffs are friends, collaborators, and advisers.

On behalf of Creative Time, I support this application, and in doing so, understand that in the event that the application is successful, e-flux will be required to enter into a Registry Agreement with ICANN. In doing so, they will be required to pay fees to ICANN and comply with consensus policies developed through the ICANN multi-stakeholder policy processes.

This application is being submitted as a community-based application, and as such it is understood that the Registry Agreement will reflect the community restrictions proposed in the application. In the event that we believe the registry is not complying with these restrictions, possible avenues of recourse include the Registry Restrictions Dispute Resolution Procedure.

Yours sincerely,



Anne Pasternak
President and Artistic Director
Creative Time

Community Endorsement

ICANN
Suite 330, 4676 Admiralty Way
Marina del Rey, CA 90292

Attention: New gTLD Evaluation Process

Subject: Letter of support for .ART

To Whom It May Concern:

This letter is to confirm that Bice Curiger fully supports the application for the .ART Top Level Domain submitted to the Internet Corporation for Assigned Names and Numbers ("ICANN") by e-flux in the "New gTLD Program".

Bice Curiger is a leader in the art community acting as an internationally known curator of contemporary art – since 1992 she a curator of the Kunsthaus Zurich museum of fine arts, in 2011 she was the Director of the 54th Biennale in Venice – and also the co-founder and editor-in-chief of PARKETT, the book series on contemporary artists published in Zurich and New York since 1984.

e-flux is known in the art field for its extremely high quality of content, developed through the careful selection of institutions it works with. Consequently, it has become a key node through which much of the important information about art on the Internet passes. After more than a decade of administering the flow of such information, e-flux has developed a uniquely informed perspective on the development of art, its practitioners, institutions, and publications in virtually all parts of the world. e-flux plans to bring this unique knowledge to the .art domain, which it envisions as a reliable, clean, selective, ethical, and informative resource for art professionals, institutions of art and art education, and the general public. For over a decade, e-flux has demonstrated that it possesses the knowledge necessary to administer such a domain on a global scale. Under e-flux's custodianship, the .ART gTLD will become a valuable and encyclopedic resource for anyone interested in art.

The Bice Curiger can vouch for e-flux.

Bice Curiger supports this application, and in doing so, understands that in the event that the application is successful, e-flux will be required to enter into a Registry Agreement with ICANN. In doing so, they will be required to pay fees to ICANN and comply with consensus policies developed through the ICANN multi-stakeholder policy processes.

This application is being submitted as a community-based application, and as such it is understood that the Registry Agreement will reflect the community restrictions proposed in the application. In the event that we believe the registry is not complying with these restrictions, possible avenues of recourse include the Registry Restrictions Dispute Resolution Procedure.

Yours sincerely,

Bice Curiger
Dufourstrasse 134
CH-8008 Zurich
Switzerland

Signature

A handwritten signature in black ink, appearing to read 'Bice Curiger', written in a cursive, flowing style.

Community Endorsement

ICANN
Suite 330, 4676 Admiralty Way
Marina del Rey, CA 90292

Attention: New gTLD Evaluation Process

Subject: Letter of support for .ART

To Whom It May Concern:

This letter is to confirm that I, Gitanjali Dang fully support the application for the .ART Top Level Domain submitted to the Internet Corporation for Assigned Names and Numbers ("ICANN") by e-flux in the "New gTLD Program".

I am a leader in the art community acting as an independent curator and critic.

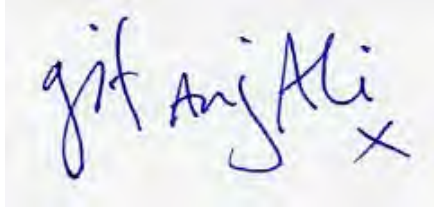
e-flux is known in the art field for its extremely high quality of content, developed through the careful selection of institutions it works with. Consequently, it has become a key node through which much of the important information about art on the Internet passes. After more than a decade of administering the flow of such information, e-flux has developed a uniquely informed perspective on the development of art, its practitioners, institutions, and publications in virtually all parts of the world. e-flux plans to bring this unique knowledge to the .art domain, which it envisions as a reliable, clean, selective, ethical, and informative resource for art professionals, institutions of art and art education, and the general public. For over a decade, e-flux has demonstrated that it possesses the knowledge necessary to administer such a domain on a global scale. Under e-flux's custodianship, the .ART gTLD will become a valuable and encyclopedic resource for anyone interested in art.

I have worked closely with e-flux.

I support this application, and in doing so, understand that in the event that the application is successful, e-flux will be required to enter into a Registry Agreement with ICANN. In doing so, they will be required to pay fees to ICANN and comply with consensus policies developed through the ICANN multi-stakeholder policy processes.

This application is being submitted as a community-based application, and as such it is understood that the Registry Agreement will reflect the community restrictions proposed in the application. In the event that we believe the registry is not complying with these restrictions, possible avenues of recourse include the Registry Restrictions Dispute Resolution Procedure.

Yours sincerely,



Gitanjali Dang
202 Nadia Apartments,
10th Road,
Santacruz East,
Mumbai: 400055,

Community Endorsement

M HKA

Museum van Hedendaagse
Kunst Antwerpen
Musée d'Art
Contemporain d'Anvers
Museum of Contemporary
Art Antwerp

Leuvenstraat 32
2000 Antwerpen België
T +32 (0)3 260 99 99
F +32 (0)3 216 24 86
E info@muhka.be
www.muhka.be
BE 0431 750 859

ICANN

Suite 330, 4676 Admiralty Way
Marina del Rey, CA 90292
USA

Attention: New gTLD Evaluation Process

Subject: Letter of support for .ART

To Whom It May Concern:

This letter is to confirm that Bart De Baere, director of the Museum of Contemporary Art Antwerp (M HKA), fully supports the application for the .ART Top Level Domain submitted to the Internet Corporation for Assigned Names and Numbers ("ICANN") by e-flux in the "New gTLD Program".

M HKA is a leader in the art community acting as the internationally orientated contemporary art museum of Belgium's Flemish Community. The museum exhibits, collects, researches and mediates contemporary art in its own facilities, which include the art house Cinema Zuid, and in dynamic collaboration with partners in and outside Flanders, for example now in the European *L'Internationale* network. The M HKA approach to art is development and research-oriented. M HKA is an open house for artists and for the general public, with a comprehensive programme of educational activities and public events.

e-flux is known in the art field for its extremely high quality of content, developed through the careful selection of institutions it works with. Consequently, it has become a key node through which much of the important information about art on the Internet passes. After more than a decade of administering the flow of such information, e-flux has developed a uniquely informed perspective on the development of art, its practitioners, institutions, and publications in virtually all parts of the world. e-flux plans to bring this unique knowledge to the .art domain, which it envisions as a reliable, clean, selective, ethical, and informative resource for art professionals, institutions of art and art education, and the general public. For over a decade, e-flux has demonstrated that it possesses the knowledge necessary to administer such a domain on a global scale. Under e-flux's custodianship, the .ART gTLD will become a valuable and encyclopedic resource for anyone interested in art.

M HKA

Museum van Hedendaagse
Kunst Antwerpen
Musée d'Art
Contemporain d'Anvers
Museum of Contemporary
Art Antwerp

Leuvenstraat 32
2000 Antwerpen België
T +32 (0)3 260 99 99
F +32 (0)3 216 24 86
E info@muhka.be
www.muhka.be
BE 0431 750 859

The M HKA has worked closely with e-flux.

The M HKA supports this application, and in doing so, understands that in the event that the application is successful, e-flux will be required to enter into a Registry Agreement with ICANN. In doing so, they will be required to pay fees to ICANN and comply with consensus policies developed through the ICANN multi-stakeholder policy processes.

This application is being submitted as a community-based application, and as such it is understood that the Registry Agreement will reflect the community restrictions proposed in the application. In the event that we believe the registry is not complying with these restrictions, possible avenues of recourse include the Registry Restrictions Dispute Resolution Procedure.

Yours sincerely,



Bart De Baere
Director M HKA
Leuvenstraat 32
2000 Antwerpen
Belgium

Community Endorsement

ICANN
Suite 330, 4676 Admiralty Way
Marina del Rey, CA 90292

Attention: New gTLD Evaluation Process

Subject: Letter of support for .ART

To Whom It May Concern:

This letter is to confirm that Vincenzo de Bellis fully supports the application for the .ART Top Level Domain submitted to the Internet Corporation for Assigned Names and Numbers (“ICANN”) by e-flux in the “New gTLD Program”.

I’m Director and Curator at Peep-Hole, which is a International Art Center based in Milan (Italy) operating worldwide. Within my role I have a deep knowledge of the art system and I’m extremely connected with people who are working in the same field worldwide.

e-flux is known in the art field for its extremely high quality of content, developed through the careful selection of institutions it works with. Consequently, it has become a key node through which much of the important information about art on the Internet passes. After more than a decade of administering the flow of such information, e-flux has developed a uniquely informed perspective on the development of art, its practitioners, institutions, and publications in virtually all parts of the world. e-flux plans to bring this unique knowledge to the .art domain, which it envisions as a reliable, clean, selective, ethical, and informative resource for art professionals, institutions of art and art education, and the general public. For over a decade, e-flux has demonstrated that it possesses the knowledge necessary to administer such a domain on a global scale. Under e-flux’s custodianship, the .ART gTLD will become a valuable and encyclopedic resource for anyone interested in art.

I can vouch for e-flux.

I supports this application, and in doing so, understands that in the event that the application is successful, e-flux will be required to enter into a Registry Agreement with ICANN. In doing so, they will be required to pay fees to ICANN and comply with consensus policies developed through the ICANN multi-stakeholder policy processes.

This application is being submitted as a community-based application, and as such it is understood that the Registry Agreement will reflect the community restrictions proposed in the application. In the event that we believe the registry is not complying with these restrictions, possible avenues of recourse include the Registry Restrictions Dispute Resolution Procedure.

Yours sincerely,

Vincenzo de Bellis

Via Giuseppe Balzaretti 18, 20133 Milan (Italy)

Signature

A handwritten signature in black ink, appearing to read "Giuseppe Balzaretti". The signature is written in a cursive style with a horizontal line extending from the end.

March 30, 2012

ICANN
4676 Admiralty Way, Suite 330
Marina Del Rey, CA 90292

To Whom It May Concern:

This letter is to confirm that Dia Art Foundation fully supports the application for the .ART Top Level Domain submitted to the Internet Corporation for Assigned Names and Numbers ("ICANN") by e-flux in the "New gTLD Program".

Dia Art Foundation is a leader in the art community acting as a multi-disciplinary contemporary arts organization based in New York City.

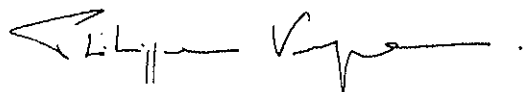
e-flux is known in the art field for its extremely high quality of content, developed through the careful selection of institutions it works with. Consequently, it has become a key node through which much of the important information about art on the Internet passes. After more than a decade of administering the flow of such information, e-flux has developed a uniquely informed perspective on the development of art, its practitioners, institutions, and publications in virtually all parts of the world. e-flux plans to bring this unique knowledge to the .art domain, which it envisions as a reliable, clean, selective, ethical, and informative resource for art professionals, institutions of art and art education, and the general public. For over a decade, e-flux has demonstrated that it possesses the knowledge necessary to administer such a domain on a global scale. Under e-flux's custodianship, the .ART gTLD will become a valuable and encyclopedic resource for anyone interested in art.

Dia Art Foundation has worked closely with e-flux.

Dia Art Foundation supports this application, and in doing so, understands that in the event that the application is successful, e-flux will be required to enter into a Registry Agreement with ICANN. In doing so, they will be required to pay fees to ICANN and comply with consensus policies developed through the ICANN multi-stakeholder policy processes.

This application is being submitted as a community-based application, and as such it is understood that the Registry Agreement will reflect the community restrictions proposed in the application. In the event that we believe the registry is not complying with these restrictions, possible avenues of recourse include the Registry Restrictions Dispute Resolution Procedure.

Yours sincerely,



Philippe Vergne
Director

ICANN

Suite 330, 4676 Admiralty Way
Marina del Rey, CA 90292
USA

2012-03-14

Subject: Letter of support for .ART

STIFTUNG HAUS DER KUNST GMBH
PRINZREGENTENSTRASSE 1
80538 MÜNCHEN
+49 89 21127 113
+49 89 21127 157 FAX
WWW.HAUSERKUNST.DE

GESCHAFTSFÜHRER
OKWUI ENWEZOR
KAUFMÄNNISCHE LEITUNG
MARCO GRAF VON MATUSCHKA
VORSITZENDER DES AUFSICHTSRATES
STAATSMINISTER DR. WOLFGANG HEUBISCH

HANDELSREGISTER MÜNCHEN
HRB 100018
FINANZAMT MÜNCHEN
UST-IDNR DE 811612530
HYPOVEREINSBANK MÜNCHEN
KTO 380 29 444 · BLZ 700 202 70
IBAN DE88700202700038029444
SWIFT HYVEDEMM

To Whom It May Concern:

This letter is to confirm that Mr Okwui Enwezor fully supports the application for the .ART Top Level Domain submitted to the Internet Corporation for Assigned Names and Numbers ("ICANN") by e-flux in the "New gTLD Program".

Okwui Enwezor is a leader in the art community acting as the Director of Haus der Kunst Munich.

e-flux is known in the art field for its extremely high quality of content, developed through the careful selection of institutions it works with. Consequently, it has become a key node through which much of the important information about art on the Internet passes. After more than a decade of administering the flow of such information, e-flux has developed a uniquely informed perspective on the development of art, its practitioners, institutions, and publications in virtually all parts of the world. e-flux plans to bring this unique knowledge to the .art domain, which it envisions as a reliable, clean, selective, ethical, and informative resource for art professionals, institutions of art and art education, and the general public. For over a decade, e-flux has demonstrated that it possesses the knowledge necessary to administer such a domain on a global scale. Under e-flux's custodianship, the .ART gTLD will become a valuable and encyclopedic resource for anyone interested in art.

Mr Enwezor has worked closely with e-flux.

Mr Enwezor supports this application, and in doing so, understands that in the event that the application is successful, e-flux will be required to enter into a Registry Agreement with ICANN. In doing so, they will be required to pay fees to ICANN and comply with consensus policies developed through the ICANN multi-stakeholder policy processes.

This application is being submitted as a community-based application, and as such it is understood that the Registry Agreement will reflect the community restrictions proposed in the application. In the event that we believe the registry is not complying with these restrictions, possible avenues of recourse include the Registry Restrictions Dispute Resolution Procedure.

Yours sincerely,



Okwui Enwezor
Director

Community Endorsement

ICANN
Suite 330, 4676 Admiralty Way
Marina del Rey, CA 90292

Attention: New gTLD Evaluation Process

Subject: Letter of support for .ART

To Whom It May Concern:

This letter is to confirm that I fully support the application for the .ART Top Level Domain submitted to the Internet Corporation for Assigned Names and Numbers ("ICANN") by e-flux in the "New gTLD Program".

e-flux is known in the art field for its extremely high quality of content, developed through the careful selection of institutions it works with. Consequently, it has become a key node through which much of the important information about art on the Internet passes. After more than a decade of administering the flow of such information, e-flux has developed a uniquely informed perspective on the development of art, its practitioners, institutions, and publications in virtually all parts of the world. e-flux plans to bring this unique knowledge to the .art domain, which it envisions as a reliable, clean, selective, ethical, and informative resource for art professionals, institutions of art and art education, and the general public. For over a decade, e-flux has demonstrated that it possesses the knowledge necessary to administer such a domain on a global scale. Under e-flux's custodianship, the .ART gTLD will become a valuable and encyclopedic resource for anyone interested in art.

I have worked closely with e-flux for several years now as a writer for Art-Agenda.

I support this application, and in doing so, understand that in the event that the application is successful, e-flux will be required to enter into a Registry Agreement with ICANN. In doing so, they will be required to pay fees to ICANN and comply with consensus policies developed through the ICANN multi-stakeholder policy processes.

This application is being submitted as a community-based application, and as such it is understood that the Registry Agreement will reflect the community restrictions proposed in the application. In the event that we believe the registry is not complying with these restrictions, possible avenues of recourse include the Registry Restrictions Dispute Resolution Procedure.

Yours sincerely,



Michele Faguet
Skalitzer Str. 27
10999 Berlin
Germany

Community Endorsement

ICANN
Suite 330, 4676 Admiralty Way
Marina del Rey, CA 90292

Attention: New gTLD Evaluation Process

Subject: Letter of support for .ART

To Whom It May Concern:

This letter is to confirm that Media Farzin fully supports the application for the .ART Top Level Domain submitted to the Internet Corporation for Assigned Names and Numbers ("ICANN") by e-flux in the "New gTLD Program".

I am a leader in the art community acting as Adjunct Lecturer at the City College of New York, and Instructor at the Museum of Modern Art New York.

e-flux is known in the art field for its extremely high quality of content, developed through the careful selection of institutions it works with. Consequently, it has become a key node through which much of the important information about art on the Internet passes. After more than a decade of administering the flow of such information, e-flux has developed a uniquely informed perspective on the development of art, its practitioners, institutions, and publications in virtually all parts of the world. e-flux plans to bring this unique knowledge to the .art domain, which it envisions as a reliable, clean, selective, ethical, and informative resource for art professionals, institutions of art and art education, and the general public. For over a decade, e-flux has demonstrated that it possesses the knowledge necessary to administer such a domain on a global scale. Under e-flux's custodianship, the .ART gTLD will become a valuable and encyclopedic resource for anyone interested in art.

I have worked closely with e-flux.

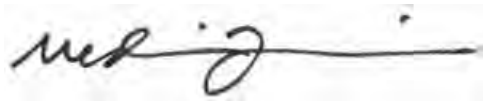
I support this application, and in doing so, understand that in the event that the application is successful, e-flux will be required to enter into a Registry Agreement with ICANN. In doing so, they will be required to pay fees to ICANN and comply with consensus policies developed through the ICANN multi-stakeholder policy processes.

This application is being submitted as a community-based application, and as such it is understood that the Registry Agreement will reflect the community restrictions proposed in the application. In the event that we believe the registry is not complying with these restrictions, possible avenues of recourse include the Registry Restrictions Dispute Resolution Procedure.

Yours sincerely,

Media Farzin
Adjunct Lecturer in Art History

The City College of New York
160 Convent Ave.
New York NY 10031

A handwritten signature in black ink, appearing to read "M. J. ...", with a long horizontal line extending to the right.

Community Endorsement

ICANN
Suite 330, 4676 Admiralty Way
Marina del Rey, CA 90292

Attention: New gTLD Evaluation Process

Subject: Letter of support for .ART

To Whom It May Concern:

This letter is to confirm that Elena Filipovic fully supports the application for the .ART Top Level Domain submitted to the Internet Corporation for Assigned Names and Numbers ("ICANN") by e-flux in the "New gTLD Program".

I, Elena Filipovic, am a curator at WIELS Contemporary Art Centre, Brussels, the leading institution for contemporary art in the capital of Europe. I have also recently worked with or am currently affiliated with a number of other leading art institutions internationally, including the Berlin Biennial, Berlin; the Jeu de Paume, Paris; the Rijksacademie, Amsterdam; etc. thus I speak from a position of both knowledge of the field and expertise in the arts.

e-flux is known in the art field for its extremely high quality of content, developed through the careful selection of institutions it works with. Consequently, it has become a key node through which much of the important information about art on the Internet passes. After more than a decade of administering the flow of such information, e-flux has developed a uniquely informed perspective on the development of art, its practitioners, institutions, and publications in virtually all parts of the world. e-flux plans to bring this unique knowledge to the .art domain, which it envisions as a reliable, clean, selective, ethical, and informative resource for art professionals, institutions of art and art education, and the general public. For over a decade, e-flux has demonstrated that it possesses the knowledge necessary to administer such a domain on a global scale. Under e-flux's custodianship, the .ART gTLD will become a valuable and encyclopedic resource for anyone interested in art.

I have worked closely with e-flux. I support this application, and in doing so, understand that in the event that the application is successful, e-flux will be required to enter into a Registry Agreement with ICANN. In doing so, they will be required to pay fees to ICANN and comply with consensus policies developed through the ICANN multi-stakeholder policy processes.

This application is being submitted as a community-based application, and as such it is understood that the Registry Agreement will reflect the community restrictions proposed in the application. In the event that we believe the registry is not complying with these restrictions, possible avenues of recourse include the Registry Restrictions Dispute Resolution Procedure.

Yours sincerely,

A handwritten signature in black ink, consisting of a stylized, cursive 'E' followed by a horizontal line.

Elena Filipovic

WIELS Contemporary Art Centre / Ave Van Volxemlaan/1190 Brussels/ Belgium

Community Endorsement

ICANN
Suite 330, 4676 Admiralty Way
Marina del Rey, CA 90292

Attention: New gTLD Evaluation Process

Subject: Letter of support for .ART

To Whom It May Concern:

This letter is to confirm that Fundación PROA fully supports the application for the .ART Top Level Domain submitted to the Internet Corporation for Assigned Names and Numbers (“ICANN”) by e-flux in the “New gTLD Program”.

Fundación PROA is a leader in the art community acting as a center for contemporary arts located in Buenos Aires, with an outstanding program of international and local exhibitions.

e-flux is known in the art field for its extremely high quality of content, developed through the careful selection of institutions it works with. Consequently, it has become a key node through which much of the important information about art on the Internet passes. After more than a decade of administering the flow of such information, e-flux has developed a uniquely informed perspective on the development of art, its practitioners, institutions, and publications in virtually all parts of the world. e-flux plans to bring this unique knowledge to the .art domain, which it envisions as a reliable, clean, selective, ethical, and informative resource for art professionals, institutions of art and art education, and the general public. For over a decade, e-flux has demonstrated that it possesses the knowledge necessary to administer such a domain on a global scale. Under e-flux’s custodianship, the .ART gTLD will become a valuable and encyclopedic resource for anyone interested in art.

Fundación PROA has worked closely with e-flux.

As President of Fundación PROA, I support this application, and in doing so, understand that in the event that the application is successful, e-flux will be required to enter into a Registry Agreement with ICANN. In doing so, they will be required to pay fees to ICANN and comply with consensus policies developed through the ICANN multi-stakeholder policy processes.

This application is being submitted as a community-based application, and as such it is understood that the Registry Agreement will reflect the community restrictions proposed in the application. In the event that we believe the registry is not complying with these restrictions, possible avenues of recourse include the Registry Restrictions Dispute Resolution Procedure.

Yours sincerely,

A handwritten signature in black ink, appearing to read 'Adriana', with a long horizontal stroke extending to the right.

Adriana Rosenberg

President

Fundación PROA

Av. Pedro de Mendoza 1929

C1169AAD Buenos Aires

Argentina

-

arosenberg@proa.org

direccion@proa.org

[54 11] 4104-1000

COMMUNITY ENDORSEMENT

ICANN
Suite 330, 4676 Admiralty Way
Marina del Rey, CA 90292

Attention: New gTLD Evaluation Process

Subject: Letter of support for .ART

To Whom It May Concern:

This letter is to confirm that Arnaud Gerspacher fully supports the application for the .ART Top Level Domain submitted to the Internet Corporation for Assigned Names and Numbers ("ICANN") by e-flux in the "New gTLD Program".

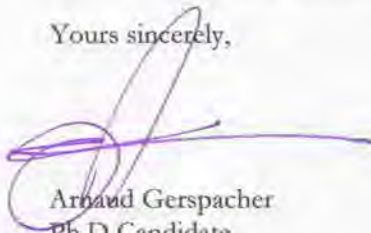
I am a leader in the art community acting as a PhD Candidate in art history at the Graduate Center, The City University of New York, a Graduate Teaching Fellow in art history at Brooklyn College, and as an Independent Researcher in the Asian Art Program at the Solomon R. Guggenheim Museum.

e-flux is known in the art field for its extremely high quality of content, developed through the careful selection of institutions it works with. Consequently, it has become a key node through which much of the important information about art on the Internet passes. After more than a decade of administering the flow of such information, e-flux has developed a uniquely informed perspective on the development of art, its practitioners, institutions, and publications in virtually all parts of the world. e-flux plans to bring this unique knowledge to the .art domain, which it envisions as a reliable, clean, selective, ethical, and informative resource for art professionals, institutions of art and art education, and the general public. For over a decade, e-flux has demonstrated that it possesses the knowledge necessary to administer such a domain on a global scale. Under e-flux's custodianship, the .ART gTLD will become a valuable and encyclopedic resource for anyone interested in art.

I have written for Art-Agenda/e-flux and I support this application. In doing so, I understand that in the event that the application is successful, e-flux will be required to enter into a Registry Agreement with ICANN. In doing so, they will be required to pay fees to ICANN and comply with consensus policies developed through the ICANN multi-stakeholder policy processes.

This application is being submitted as a community-based application, and as such it is understood that the Registry Agreement will reflect the community restrictions proposed in the application. In the event that we believe the registry is not complying with these restrictions, possible avenues of recourse include the Registry Restrictions Dispute Resolution Procedure.

Yours sincerely,



Arnaud Gerspacher
Ph.D Candidate
PhD Program in Art History
Graduate Center, City University of New York
365 Fifth Avenue, New York NY 10016
(347) 403-3707

Community Endorsement

ICANN
Suite 330, 4676 Admiralty Way
Marina del Rey, CA 90292

Attention: New gTLD Evaluation Process

Subject: Letter of support for .ART

To Whom It May Concern:

This letter is to confirm that Alan Gilbert fully supports the application for the .ART Top Level Domain submitted to the Internet Corporation for Assigned Names and Numbers ("ICANN") by e-flux in the "New gTLD Program".

Alan Gilbert is a leader in the art community acting as an extensively published writer on contemporary art, and as an editor at the College Art Association, the premier professional organization in the United States for art historians, visual artists, and those working in the arts and humanities field.

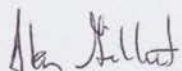
e-flux is known in the art field for its extremely high quality of content, developed through the careful selection of institutions it works with. Consequently, it has become a key node through which much of the important information about art on the Internet passes. After more than a decade of administering the flow of such information, e-flux has developed a uniquely informed perspective on the development of art, its practitioners, institutions, and publications in virtually all parts of the world. e-flux plans to bring this unique knowledge to the .art domain, which it envisions as a reliable, clean, selective, ethical, and informative resource for art professionals, institutions of art and art education, and the general public. For over a decade, e-flux has demonstrated that it possesses the knowledge necessary to administer such a domain on a global scale. Under e-flux's custodianship, the .ART gTLD will become a valuable and encyclopedic resource for anyone interested in art.

Alan Gilbert recognizes the essential role that e-flux plays in the field, and he continues to work closely with e-flux.

Alan Gilbert supports this application, and in doing so, understands that in the event that the application is successful, e-flux will be required to enter into a Registry Agreement with ICANN. In doing so, they will be required to pay fees to ICANN and comply with consensus policies developed through the ICANN multi-stakeholder policy processes.

This application is being submitted as a community-based application, and as such it is understood that the Registry Agreement will reflect the community restrictions proposed in the application. In the event that we believe the registry is not complying with these restrictions, possible avenues of recourse include the Registry Restrictions Dispute Resolution Procedure.

Yours sincerely,

A handwritten signature in dark ink, appearing to read 'Alan Gilbert', with a stylized, cursive script.

Alan Gilbert
March 19, 2012

Editor, *caa.reviews*
College Art Association
50 Broadway, 21st Floor
New York, NY 10004

356 Graham Avenue #2
Brooklyn, NY 11211

Community Endorsement

ICANN
Suite 330, 4676 Admiralty Way
Marina del Rey, CA 90292

Attention: New gTLD Evaluation Process

Subject: Letter of support for .ART

To Whom It May Concern:

This letter is to confirm that Liam Gillick fully supports the application for the .ART Top Level Domain submitted to the Internet Corporation for Assigned Names and Numbers ("ICANN") by e-flux in the "New gTLD Program".

Liam Gillick is a leader in the art community acting as a Professor at Columbia University in New York and part of the graduate committee of Bard College Centre for Curatorial Studies, in addition he is on the executive committee of Artists Space in New York.

e-flux is known in the art field for its extremely high quality of content, developed through the careful selection of institutions it works with. Consequently, it has become a key node through which much of the important information about art on the Internet passes. After more than a decade of administering the flow of such information, e-flux has developed a uniquely informed perspective on the development of art, its practitioners, institutions, and publications in virtually all parts of the world. e-flux plans to bring this unique knowledge to the .art domain, which it envisions as a reliable, clean, selective, ethical, and informative resource for art professionals, institutions of art and art education, and the general public. For over a decade, e-flux has demonstrated that it possesses the knowledge necessary to administer such a domain on a global scale. Under e-flux's custodianship, the .ART gTLD will become a valuable and encyclopedic resource for anyone interested in art.

Liam Gillick has worked closely with e-flux, both contributing to the journal and following its work as the primary distributor of information about art today.

Liam Gillick supports this application, and in doing so, understands that in the event that the application is successful, e-flux will be required to enter into a Registry Agreement with ICANN. In doing so, they will be required to pay fees to ICANN and comply with consensus policies developed through the ICANN multi-stakeholder policy processes.

This application is being submitted as a community-based application, and as such it is understood that the Registry Agreement will reflect the community restrictions proposed in the application. In the event that we believe the registry is not complying with these restrictions, possible avenues of recourse include the Registry Restrictions Dispute Resolution Procedure.

Yours sincerely,

Liam Gillick
860 United Nations Plaza 17G
New York
NY 10017
USA

A handwritten signature in black ink, appearing to read 'Liam Gillick', with a stylized, wavy flourish at the end.

Signature

Community Endorsement

ICANN
Suite 330, 4676 Admiralty Way
Marina del Rey, CA 90292

Attention: New gTLD Evaluation Process

Subject: Letter of support for .ART

To Whom It May Concern:

This letter is to confirm that Guangdong Times Museum fully supports the application for the .ART Top Level Domain submitted to the Internet Corporation for Assigned Names and Numbers ("ICANN") by e-flux in the "New gTLD Program".

Guangdong Times Museum is a leader in the art community in southern China . It reaches beyond canonical programming to nurture creative processes and cutting-edge practices in the area of contemporary art, design and architecture. Guangdong Times Museum, on one hand provides potential opportunities and inspirations for artistic production, and on another hand, promotes public awareness towards contemporary art and the production process of artists. As a non-profit institution, Guangdong Times Museum's innovative educational programs not only provide diverse means for the public to access contemporary art, but also encourage different ways of engagement. It has a curatorial department, an educational department, a communicational department and a development department. Guangdong Times Museum presents four major exhibitions, four artist in residency programs, two film screening and a lot of lectures and workshop each year.

e-flux is known in the art field for its extremely high quality of content, developed through the careful selection of institutions it works with. Consequently, it has become a key node through which much of the important information about art on the Internet passes. After more than a decade of administering the flow of such information, e-flux has developed a uniquely informed perspective on the development of art, its practitioners, institutions, and publications in virtually all parts of the world. e-flux plans to bring this unique knowledge to the .art domain, which it envisions as a reliable, clean, selective, ethical, and informative resource for art professionals, institutions of art and art education, and the general public. For over a decade, e-flux has demonstrated that it possesses the knowledge necessary to administer such a domain on a global scale. Under e-flux's custodianship, the .ART gTLD will become a valuable and encyclopedic resource for anyone interested in art.

Guangdong Times Museum has worked closely with e-flux in exchanging information in the art scene and the promotion of exhibition.

Guangdong Times Museum supports this application, and in doing so, understands that in the event that the application is successful, e-flux will be required to enter into a Registry Agreement with ICANN. In doing so, they will be required to pay fees to ICANN and comply with consensus policies developed through the ICANN multi-stakeholder policy processes.

This application is being submitted as a community-based application, and as such it is understood that the Registry Agreement will reflect the community restrictions proposed in the

application. In the event that we believe the registry is not complying with these restrictions, possible avenues of recourse include the Registry Restrictions Dispute Resolution Procedure.

Yours sincerely,

Guangdong Times Museum
Times Rose Garden, Huang Bian Bei Road, Bai Yun Ave, Guangzhou China (510440)

Director
Zhao Qie

A handwritten signature in black ink, appearing to be 'Zhao Qie' with a stylized flourish at the end.

Signature

Community Endorsement

ICANN
Suite 330, 4676 Admiralty Way
Marina del Rey, CA 90292

Attention: New gTLD Evaluation Process

Subject: Letter of support for .ART

To Whom It May Concern:

This letter is to confirm that HITOMI HASEGAWA fully supports the application for the .ART Top Level Domain submitted to the Internet Corporation for Assigned Names and Numbers ("ICANN") by e-flux in the "New gTLD Program".

Hasegawa is a leader in the art community contributing to moving image art works in Asia, preserving and distributing worldwide.

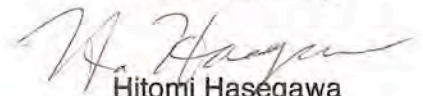
e-flux is known in the art field for its extremely high quality of content, developed through the careful selection of institutions it works with. Consequently, it has become a key node through which much of the important information about art on the Internet passes. After more than a decade of administering the flow of such information, e-flux has developed a uniquely informed perspective on the development of art, its practitioners, institutions, and publications in virtually all parts of the world. e-flux plans to bring this unique knowledge to the .art domain, which it envisions as a reliable, clean, selective, ethical, and informative resource for art professionals, institutions of art and art education, and the general public. For over a decade, e-flux has demonstrated that it possesses the knowledge necessary to administer such a domain on a global scale. Under e-flux's custodianship, the .ART gTLD will become a valuable and encyclopedic resource for anyone interested in art.

The MIACA, Moving Image Archive of Contemporary Art can vouch for e-flux.

I support this application, and in doing so, understands that in the event that the application is successful, e-flux will be required to enter into a Registry Agreement with ICANN. In doing so, they will be required to pay fees to ICANN and comply with consensus policies developed through the ICANN multi-stakeholder policy processes.

This application is being submitted as a community-based application, and as such it is understood that the Registry Agreement will reflect the community restrictions proposed in the application. In the event that we believe the registry is not complying with these restrictions, possible avenues of recourse include the Registry Restrictions Dispute Resolution Procedure.

Yours sincerely,



Hitomi Hasegawa
Director,

Moving Image Archive of Contemporary Art
7D, Tower5, Grand Promenade,
38 Tai Hong Street, Sai Wan Ho, Hong Kong
+852 9123 5621

Community Endorsement

ICANN
Suite 330, 4676 Admiralty Way
Marina del Rey, CA 90292

Attention: New gTLD Evaluation Process

Subject: Letter of support for .ART

To Whom It May Concern:

This letter is to confirm that Jörg Heiser fully supports the application for the .ART Top Level Domain submitted to the Internet Corporation for Assigned Names and Numbers ("ICANN") by e-flux in the "New gTLD Program".

Jörg Heiser is a leader in the art community acting as co-editor of international art magazine frieze, and as co-publisher of it's German sister publication frieze d/e.

e-flux is known in the art field for its extremely high quality of content, developed through the careful selection of institutions it works with. Consequently, it has become a key node through which much of the important information about art on the Internet passes. After more than a decade of administering the flow of such information, e-flux has developed a uniquely informed perspective on the development of art, its practitioners, institutions, and publications in virtually all parts of the world. e-flux plans to bring this unique knowledge to the .art domain, which it envisions as a reliable, clean, selective, ethical, and informative resource for art professionals, institutions of art and art education, and the general public. For over a decade, e-flux has demonstrated that it possesses the knowledge necessary to administer such a domain on a global scale. Under e-flux's custodianship, the .ART gTLD will become a valuable and encyclopedic resource for anyone interested in art.

Jörg Heiser has worked closely with e-flux.

I support this application, and in doing so, understands that in the event that the application is successful, e-flux will be required to enter into a Registry Agreement with ICANN. In doing so, they will be required to pay fees to ICANN and comply with consensus policies developed through the ICANN multi-stakeholder policy processes.

This application is being submitted as a community-based application, and as such it is understood that the Registry Agreement will reflect the community restrictions proposed in the application. In the event that we believe the registry is not complying with these restrictions, possible avenues of recourse include the Registry Restrictions Dispute Resolution Procedure.

Yours sincerely,



Jörg Heiser
Frieze
Zehdenicker Str. 28
10119 Berlin
Germany

Der Rektor

D - 60596 Frankfurt am Main
Dürerstraße 10
Telefon (069) 60 50 08 - 29
Telefax (069) 60 50 08 - 50
E-mail: rektor@staedelschule.de

15. März 2012

HfBK Städelschule • Dürerstr. 10 • 60596 Frankfurt

ICANN

**Suite 330, 4676 Admiralty Way
Marina del Rey, CA 90292**

Community Endorsement

Attention: New gTLD Evaluation Process

Subject: Letter of support for .ART

To Whom It May Concern:

This letter is to confirm that Prof. Nikolaus Hirsch (director of Staedelschule and Portikus in Frankfurt) fully supports the application for the .ART Top Level Domain submitted to the Internet Corporation for Assigned Names and Numbers ("ICANN") by e-flux in the "New gTLD Program".

Nikolaus Hirsch is a leader in the art community acting as the director of the Staedelschule – Art Academy and the Portikus Kunsthalle.

e-flux is known in the art field for its extremely high quality of content, developed through the careful selection of institutions it works with. Consequently, it has become a key node through which much of the important information about art on the Internet passes. After more than a decade of administering the flow of such information, e-flux has developed a uniquely informed perspective on the development of art, its practitioners, institutions, and publications in virtually all parts of the world. e-flux plans to bring this unique knowledge to the .art domain, which it envisions as a reliable, clean, selective, ethical, and informative resource for art professionals, institutions of art and art education, and the general public. For over a decade, e-flux has demonstrated that it possesses the knowledge necessary to administer such a domain on a global scale. Under e-flux' s custodianship, the .ART gTLD will become a valuable and encyclopedic resource for anyone interested in art.

Under the directorship of Nikolaus Hirsch both Staedelschule and Portikus have worked closely with e-flux.

Nikolaus Hirsch supports this application, and in doing so, understands that in the event that the application is successful, e-flux will be required to enter into a Registry Agreement with ICANN. In doing so, they will be required to pay fees to ICANN and comply with consensus policies developed through the ICANN multi-stakeholder policy processes.

This application is being submitted as a community-based application, and as such it is understood that the Registry Agreement will reflect the community restrictions proposed in the application. In the event that we believe the registry is not complying with these restrictions, possible avenues of recourse include the Registry Restrictions Dispute Resolution Procedure.

Yours sincerely,



Prof. Nikolaus Hirsch



Straßenbahnlinien 15, 16:
Haltestelle Otto-Hahn-Platz
U-Bahn-Linien U1, U2, U3:
Haltestelle Schweizer Platz

Frankfurter Volksbank eG
Konto-Nr. 60000 10438 (BLZ 501 900 00)
BIC: FFBVDE33
IBAN: DE95 5019 0000 6000 0104 38

Community Endorsement

ICANN
Suite 330, 4676 Admiralty Way
Marina del Rey, CA 90292

Attention: New gTLD Evaluation Process

Subject: Letter of support for .ART

To Whom It May Concern:

This letter is to confirm that Maria Hlavajova and BAK, basis voor actuele kunst, Utrecht fully supports the application for the .ART Top Level Domain submitted to the Internet Corporation for Assigned Names and Numbers (“ICANN”) by e-flux in the “New gTLD Program”.

Maria Hlavajova is a leader in the art community acting as artistic and general director of BAK, basis voor actuele kunst in Utrecht, the Netherlands—one of the leading international contemporary art research and advocacy centers.

e-flux is known in the art field for its extremely high quality of content, developed through the careful selection of institutions it works with. Consequently, it has become a key node through which much of the important information about art on the Internet passes. After more than a decade of administering the flow of such information, e-flux has developed a uniquely informed perspective on the development of art, its practitioners, institutions, and publications in virtually all parts of the world. e-flux plans to bring this unique knowledge to the .art domain, which it envisions as a reliable, clean, selective, ethical, and informative resource for art professionals, institutions of art and art education, and the general public. For over a decade, e-flux has demonstrated that it possesses the knowledge necessary to administer such a domain on a global scale. Under e-flux’s custodianship, the .ART gTLD will become a valuable and encyclopedic resource for anyone interested in art.

Maria Hlavajova/BAK has worked closely with e-flux.

Maria Hlavajova/BAK supports this application, and in doing so, understands that in the event that the application is successful, e-flux will be required to enter into a Registry Agreement with ICANN. In doing so, they will be required to pay fees to ICANN and comply with consensus policies developed through the ICANN multi-stakeholder policy processes.

This application is being submitted as a community-based application, and as such it is understood that the Registry Agreement will reflect the community restrictions proposed in the application. In the event that we believe the registry is not complying with these restrictions, possible avenues of recourse include the Registry Restrictions Dispute Resolution Procedure.

Yours sincerely,

Maria Hlavajova

BAK, basis voor actuele kunst
Lange Nieuwstraat 4
Utrecht, The Netherlands

Community Endorsement

ICANN
Suite 330, 4676 Admiralty Way
Marina del Rey, CA 90292

Attention: New gTLD Evaluation Process

Subject: Letter of support for .ART

To Whom It May Concern:

This letter is to confirm that Jens Hoffmann fully supports the application for the .ART Top Level Domain submitted to the Internet Corporation for Assigned Names and Numbers ("ICANN") by e-flux in the "New gTLD Program".

Jens Hoffmann is a leader in the art community acting as Director of the Wattis Institute for Contemporary Art, at the California College of the Arts, as well as curating major international exhibitions such as the Istanbul Biennial in 2011.

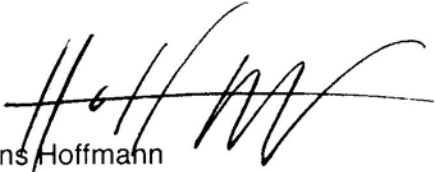
e-flux is known in the art field for its extremely high quality of content, developed through the careful selection of institutions it works with. Consequently, it has become a key node through which much of the important information about art on the Internet passes. After more than a decade of administering the flow of such information, e-flux has developed a uniquely informed perspective on the development of art, its practitioners, institutions, and publications in virtually all parts of the world. e-flux plans to bring this unique knowledge to the .art domain, which it envisions as a reliable, clean, selective, ethical, and informative resource for art professionals, institutions of art and art education, and the general public. For over a decade, e-flux has demonstrated that it possesses the knowledge necessary to administer such a domain on a global scale. Under e-flux's custodianship, the .ART gTLD will become a valuable and encyclopedic resource for anyone interested in art.

Jens Hoffmann can vouch for e-flux.

Jens Hoffmann supports this application, and in doing so, understands that in the event that the application is successful, e-flux will be required to enter into a Registry Agreement with ICANN. In doing so, they will be required to pay fees to ICANN and comply with consensus policies developed through the ICANN multi-stakeholder policy processes.

This application is being submitted as a community-based application, and as such it is understood that the Registry Agreement will reflect the community restrictions proposed in the application. In the event that we believe the registry is not complying with these restrictions, possible avenues of recourse include the Registry Restrictions Dispute Resolution Procedure.

Yours sincerely,

A handwritten signature in black ink, appearing to read 'Hoffmann', with a long horizontal stroke extending to the right.

Jens Hoffmann
Director
CCA Wattis Institute for Contemporary Art
1111 8th Street
San Francisco, CA 94107

Community Endorsement

ICANN
Suite 330, 4676 Admiralty Way
Marina del Rey, CA 90292

Attention: New gTLD Evaluation Process

Subject: Letter of support for .ART

To Whom It May Concern:

This letter is to confirm that Hu Fang fully supports the application for the .ART Top Level Domain submitted to the Internet Corporation for Assigned Names and Numbers ("ICANN") by e-flux in the "New gTLD Program".

Hu Fang is a leader in the art community acting as artistic director of Vitamin Creative Space.

e-flux is known in the art field for its extremely high quality of content, developed through the careful selection of institutions it works with. Consequently, it has become a key node through which much of the important information about art on the Internet passes. After more than a decade of administering the flow of such information, e-flux has developed a uniquely informed perspective on the development of art, its practitioners, institutions, and publications in virtually all parts of the world. e-flux plans to bring this unique knowledge to the .art domain, which it envisions as a reliable, clean, selective, ethical, and informative resource for art professionals, institutions of art and art education, and the general public. For over a decade, e-flux has demonstrated that it possesses the knowledge necessary to administer such a domain on a global scale. Under e-flux's custodianship, the .ART gTLD will become a valuable and encyclopedic resource for anyone interested in art.

Hu Fang has worked closely with e-flux.

Hu Fang supports this application, and in doing so, understands that in the event that the application is successful, e-flux will be required to enter into a Registry Agreement with ICANN. In doing so, they will be required to pay fees to ICANN and comply with consensus policies developed through the ICANN multi-stakeholder policy processes.

This application is being submitted as a community-based application, and as such it is understood that the Registry Agreement will reflect the community restrictions proposed in the application. In the event that we believe the registry is not complying with these restrictions, possible avenues of recourse include the Registry Restrictions Dispute Resolution Procedure.

Yours sincerely,

Hu Fang

Room 301, 29 Hao, Hengyijie, Chigangxilu
Guangzhou, 510300, China

Signature

Hu Fang

Community Endorsement

ICANN
Suite 330, 4676 Admiralty Way
Marina del Rey, CA 90292

Attention: New gTLD Evaluation Process

Subject: Letter of support for .ART

To Whom It May Concern:

This letter is to confirm that Pierre Huyghe fully supports the application for the .ART Top Level Domain submitted to the Internet Corporation for Assigned Names and Numbers ("ICANN") by e-flux in the "New gTLD Program".

Pierre Huyghe is a leader in the art community acting as an artist.

e-flux is known in the art field for its extremely high quality of content, developed through the careful selection of institutions it works with. Consequently, it has become a key node through which much of the important information about art on the Internet passes. After more than a decade of administering the flow of such information, e-flux has developed a uniquely informed perspective on the development of art, its practitioners, institutions, and publications in virtually all parts of the world. e-flux plans to bring this unique knowledge to the .art domain, which it envisions as a reliable, clean, selective, ethical, and informative resource for art professionals, institutions of art and art education, and the general public. For over a decade, e-flux has demonstrated that it possesses the knowledge necessary to administer such a domain on a global scale. Under e-flux's custodianship, the .ART gTLD will become a valuable and encyclopedic resource for anyone interested in art.

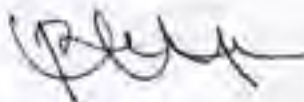
Pierre Huyghe has worked closely with e-flux.

Pierre Huyghe supports this application, and in doing so, understands that in the event that the application is successful, e-flux will be required to enter into a Registry Agreement with ICANN. In doing so, they will be required to pay fees to ICANN and comply with consensus policies developed through the ICANN multi-stakeholder policy processes.

This application is being submitted as a community-based application, and as such it is understood that the Registry Agreement will reflect the community restrictions proposed in the application. In the event that we believe the registry is not complying with these restrictions, possible avenues of recourse include the Registry Restrictions Dispute Resolution Procedure.

Yours sincerely,

Pierre Huyghe
51-55 Nassau Avenue, Suite 3A1
Brooklyn, NY 11222



Community Endorsement

ICANN
Suite 330, 4676 Admiralty Way
Marina del Rey, CA 90292

Attention: New gTLD Evaluation Process

Subject: Letter of support for .ART

This letter is to confirm that Institute of Contemporary Art (ICA) Moscow fully supports the application for the .ART Top Level Domain submitted to the Internet Corporation for Assigned Names and Numbers ("ICANN") by e-flux in the "New gTLD Program".

ICA Moscow is a leader in the art community acting as an independent non-profit organization represented as an art school. The Institute realizes exhibitions, researches and educational projects, intended to form the basis of intensive discussions and to assist in creating an intellectual atmosphere around the phenomena of contemporary art and culture.

e-flux is known in the art field for its extremely high quality of content, developed through the careful selection of institutions it works with. Consequently, it has become a key node through which much of the important information about art on the Internet passes. After more than a decade of administering the flow of such information, e-flux has developed a uniquely informed perspective on the development of art, its practitioners, institutions, and publications in virtually all parts of the world. e-flux plans to bring this unique knowledge to the .art domain, which it envisions as a reliable, clean, selective, ethical, and informative resource for art professionals, institutions of art and art education, and the general public. For over a decade, e-flux has demonstrated that it possesses the knowledge necessary to administer such a domain on a global scale. Under e-flux's custodianship, the .ART gTLD will become a valuable and encyclopedic resource for anyone interested in art.

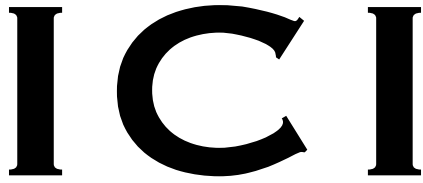
The Institute of Contemporary Art can vouch for e-flux.

ICA Moscow supports this application, and in doing so, understands that in the event that the application is successful, e-flux will be required to enter into a Registry Agreement with ICANN. In doing so, they will be required to pay fees to ICANN and comply with consensus policies developed through the ICANN multi-stakeholder policy processes.

This application is being submitted as a community-based application, and as such it is understood that the Registry Agreement will reflect the community restrictions proposed in the application. In the event that we believe the registry is not complying with these restrictions, possible avenues of recourse include the Registry Restrictions Dispute Resolution Procedure.

Yours sincerely,

Dr. Joseph Backstein
Director
Institute of Contemporary Art Moscow
Sretensky bulvar 6/1
tel.: +7 916 656 84 98
email: jbackstein@yahoo.com



March 14, 2012

ICANN
Suite 330, 4676 Admiralty Way
Marina del Rey, CA 90292

Community Endorsement

ICI BOARD OF TRUSTEES

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* ICI Co-founder

** In Memoriam

Ken Tyburski,
Ex-Officio Trustee
Chair, ICI independents

Kate Fowle
Executive Director

Attention: New gTLD Evaluation Process

Subject: Letter of support for .ART

To Whom It May Concern:

This letter is to confirm that Independent Curators International (ICI) fully supports the application for the .ART Top Level Domain submitted to the Internet Corporation for Assigned Names and Numbers ("ICANN") by e-flux in the "New gTLD Program".

ICI is a leader in the art community acting as a 37-year old not-for-profit organization registered and headquartered in New York that develops traveling exhibitions, events, conferences, publications, and training programs for diverse audiences worldwide.

e-flux is known in the art field for its extremely high quality of content, developed through the careful selection of institutions it works with. Consequently, it has become a key node through which much of the important information about art on the Internet passes. After more than a decade of administering the flow of such information, e-flux has developed a uniquely informed perspective on the development of art, its practitioners, institutions, and publications in virtually all parts of the world. e-flux plans to bring this unique knowledge to the .art domain, which it envisions as a reliable, clean, selective, ethical, and informative resource for art professionals, institutions of art and art education, and the general public. For over a decade, e-flux has demonstrated that it possesses the knowledge necessary to administer such a domain on a global scale. Under e-flux's custodianship, the .ART gTLD will become a valuable and encyclopedic resource for anyone interested in art.

ICI can vouch for and has worked closely with e-flux since 2009.

ICI supports this application, and in doing so, understands that in the event that the application is successful, e-flux will be required to enter into a Registry Agreement with ICANN. In doing so, they will be required to pay fees to ICANN and comply with consensus policies developed through the ICANN multi-stakeholder policy processes.

This application is being submitted as a community-based application, and as such it is understood that the Registry Agreement will reflect the community restrictions proposed in the application. In the event that we believe the registry is not complying with these restrictions, possible avenues of recourse include the Registry Restrictions Dispute Resolution Procedure.

Yours sincerely,

A handwritten signature in black ink that reads 'Kate Fowle'. The signature is written in a cursive, flowing style.

Kate Fowle, Executive Director, Independent Curators International

Community Endorsement

ICANN
Suite 330, 4676 Admiralty Way
Marina del Rey, CA 90292

Attention: New gTLD Evaluation Process

Subject: Letter of support for .ART

To Whom It May Concern:

This letter is to confirm that **Index – The Swedish Contemporary Art Foundation** fully supports the application for the **.ART Top Level Domain** submitted to the Internet Corporation for Assigned Names and Numbers (“ICANN”) by e-flux in the “New gTLD Program”.

Index – The Swedish Contemporary Art Foundation is a leader in the art community acting as a not-for-profit public art institution whose aim is to present and critically contextualise the work by artists, curators, theorists and other visual practitioners whose activities cross-model with contemporary art and resonate with the visual formats explored by the Foundation.

e-flux is known in the art field for its extremely high quality of content, developed through the careful selection of institutions it works with. Consequently, it has become a key node through which much of the important information about art on the Internet passes. After more than a decade of administering the flow of such information, e-flux has developed a uniquely informed perspective on the development of art, its practitioners, institutions, and publications in virtually all parts of the world. e-flux plans to bring this unique knowledge to the .art domain, which it envisions as a reliable, clean, selective, ethical, and informative resource for art professionals, institutions of art and art education, and the general public. For over a decade, e-flux has demonstrated that it possesses the knowledge necessary to administer such a domain on a global scale. Under e-flux’s custodianship, the .ART gTLD will become a valuable and encyclopedic resource for anyone interested in art.

Index – The Swedish Contemporary Art Foundation has worked closely with e-flux in the past.

Index – The Swedish Contemporary Art Foundation supports this application, and in doing so, understands that in the event that the application is successful, e-flux will be required to enter into a Registry Agreement with ICANN. In doing so, they will be required to pay fees to ICANN and comply with consensus policies developed through the ICANN multi-stakeholder policy processes.

This application is being submitted as a community-based application, and as such it is understood that the Registry Agreement will reflect the community restrictions proposed in the

application. In the event that we believe the registry is not complying with these restrictions, possible avenues of recourse include the Registry Restrictions Dispute Resolution Procedure.

Yours sincerely,

Diana Baldon
Director
Kungsbro strand 19
S-112 26 Stockholm
Sweden

Signature

A handwritten signature in black ink that reads "Diana Baldon". The signature is written in a cursive, flowing style. The first name "Diana" is written in a larger, more prominent script, and the last name "Baldon" follows in a similar but slightly smaller script. The signature is centered within a light gray rectangular box.

Community Endorsement

ICANN
Suite 330, 4676 Admiralty Way
Marina del Rey, CA 90292

Attention: New gTLD Evaluation Process

Subject: Letter of support for .ART

To Whom It May Concern:

This letter is to confirm that the Institute of Contemporary Art – Sofia fully supports the application for the .ART Top Level Domain submitted to the Internet Corporation for Assigned Names and Numbers (“ICANN”) by e-flux in the “New gTLD Program”.

The Institute of Contemporary Art - Sofia is a leader in the art community acting as focal point of the production, display, research and promotion of contemporary art in Bulgaria and the region of South East Europe with international outreach in its programs and partnerships

e-flux is known in the art field for its extremely high quality of content, developed through the careful selection of institutions it works with. Consequently, it has become a key node through which much of the important information about art on the Internet passes. After more than a decade of administering the flow of such information, e-flux has developed a uniquely informed perspective on the development of art, its practitioners, institutions, and publications in virtually all parts of the world. e-flux plans to bring this unique knowledge to the .art domain, which it envisions as a reliable, clean, selective, ethical, and informative resource for art professionals, institutions of art and art education, and the general public. For over a decade, e-flux has demonstrated that it possesses the knowledge necessary to administer such a domain on a global scale. Under e-flux’s custodianship, the .ART gTLD will become a valuable and encyclopedic resource for anyone interested in art.

The Institute of Contemporary Art - Sofia has worked closely with e-flux.

The Institute of Contemporary Art - Sofia supports this application, and in doing so, understands that in the event that the application is successful, e-flux will be required to enter into a Registry Agreement with ICANN. In doing so, they will be required to pay fees to ICANN and comply with consensus policies developed through the ICANN multi-stakeholder policy processes.

This application is being submitted as a community-based application, and as such it is understood that the Registry Agreement will reflect the community restrictions proposed in the application. In the event that we believe the registry is not complying with these restrictions, possible avenues of recourse include the Registry Restrictions Dispute Resolution Procedure.

Yours sincerely,
The Institute of Contemporary Art - Sofia (ICA-Sofia)
Reg. # 831813928

Address for contacts:
ICA – Gallery
134, Vassil Levski Blvd.
Sofia 1504, Bulgaria
Phone (+359 2) 846 62 61
e-mail: info@ica-sofia.org
www.ica-sofia.org

Signature

A handwritten signature in blue ink, appearing to be 'S. Stoyanov', is written on a light blue rectangular background.

Community Endorsement

ICANN
Suite 330, 4676 Admiralty Way
Marina del Rey, CA 90292

Attention: New gTLD Evaluation Process

Subject: Letter of support for .ART

March 20, 2012

To Whom It May Concern:

This letter is to confirm that Paddy Johnson fully supports the application for the .ART Top Level Domain submitted to the Internet Corporation for Assigned Names and Numbers ("ICANN") by e-flux in the "New gTLD Program".

Paddy Johnson is a leader in the art community acting as the Editorial Director of Art Fag City. Founded in 2005 by Johnson, both the blog and Johnson quickly rose to fame. In 2007 she attended the icommons conference as their art critic and blogger. In 2008, she served on the Rockefeller committee for new media and became the first blogger to win a Creative Capital writer's grant. Two years later, Paddy was nominated for Best Art Critic at The Rob Pruitt Art Awards and won the 2010 and 2011 Village Voice Award for Best Art Blog.

e-flux is known in the art field for its extremely high quality of content, developed through the careful selection of institutions it works with. Consequently, it has become a key node through which much of the important information about art on the Internet passes. After more than a decade of administering the flow of such information, e-flux has developed a uniquely informed perspective on the development of art, its practitioners, institutions, and publications in virtually all parts of the world. e-flux plans to bring this unique knowledge to the .art domain, which it envisions as a reliable, clean, selective, ethical, and informative resource for art professionals, institutions of art and art education, and the general public. For over a decade, e-flux has demonstrated that it possesses the knowledge necessary to administer such a domain on a global scale. Under e-flux's custodianship, the .ART gTLD will become a valuable and encyclopedic resource for anyone interested in art.

Paddy Johnson has worked closely with e-flux as a critic and a blogger. Both Johnson and Art Fag City supports this application, and in doing so, understands that in the event that the application is successful, e-flux will be required to enter into a Registry Agreement with ICANN. In doing so, they will be required to pay fees to ICANN and comply with consensus policies developed through the ICANN multi-stakeholder policy processes.

This application is being submitted as a community-based application, and as such it is understood that the Registry Agreement will reflect the community restrictions proposed in the application. In the event that we believe the registry is not complying with these restrictions, possible avenues of recourse include the Registry Restrictions Dispute Resolution Procedure.

Yours sincerely,

A handwritten signature in black ink, appearing to read 'Paddy Johnson'. The signature is stylized, with a large, looped 'P' and a more fluid, cursive 'J'. There are some additional scribbles and lines extending from the main letters.

Paddy Johnson
Founding Editor and Editorial Director of Art Fag City
241 Taaffe Place, Unit 101
Brooklyn NY, 11205

Community Endorsement

ICANN
Suite 330, 4676 Admiralty Way
Marina del Rey, CA 90292

Attention: New gTLD Evaluation Process

Subject: Letter of support for .ART

To Whom It May Concern:

This letter is to confirm that Lamia Joreige fully supports the application for the .ART Top Level Domain submitted to the Internet Corporation for Assigned Names and Numbers ("ICANN") by e-flux in the "New gTLD Program".

Lamia Joreige is a leader in the art community acting as a co-founder and co-director of Beirut Art Center a non-for profit space dedicated to contemporary art in Lebanon and a visual artist.

e-flux is known in the art field for its extremely high quality of content, developed through the careful selection of institutions it works with. Consequently, it has become a key node through which much of the important information about art on the Internet passes. After more than a decade of administering the flow of such information, e-flux has developed a uniquely informed perspective on the development of art, its practitioners, institutions, and publications in virtually all parts of the world. e-flux plans to bring this unique knowledge to the .art domain, which it envisions as a reliable, clean, selective, ethical, and informative resource for art professionals, institutions of art and art education, and the general public. For over a decade, e-flux has demonstrated that it possesses the knowledge necessary to administer such a domain on a global scale. Under e-flux's custodianship, the .ART gTLD will become a valuable and encyclopedic resource for anyone interested in art.

Lamia Joreige can vouch for e-flux.

Lamia Joreige supports this application, and in doing so, understands that in the event that the application is successful, e-flux will be required to enter into a Registry Agreement with ICANN. In doing so, they will be required to pay fees to ICANN and comply with consensus policies developed through the ICANN multi-stakeholder policy processes.

This application is being submitted as a community-based application, and as such it is understood that the Registry Agreement will reflect the community restrictions proposed in the application. In the event that we believe the registry is not complying with these restrictions, possible avenues of recourse include the Registry Restrictions Dispute Resolution Procedure.

Yours sincerely,

Lamia Joreige
Salameh building, 4th floor, Museum place, Beirut Lebanon.



Yale *Department of the History of Art*

19 March 2012

Subject: Letter of support for .ART

PO Box 208272
New Haven CT 06520-8272
T 203 432-2668
F 203 432-7462
arthistory.yale.edu

courier
190 York Street
New Haven CT 06511

To Whom It May Concern:

This letter is to confirm that I fully supports the application for the .ART Top Level Domain submitted to the Internet Corporation for Assigned Names and Numbers ("ICANN") by e-flux in the "New gTLD Program".

e-flux is known in the art field for its extremely high quality of content, developed through the careful selection of institutions it works with. Consequently, it has become a key node through which much of the important information about art on the Internet passes. After more than a decade of administering the flow of such information, e-flux has developed a uniquely informed perspective on the development of art, its practitioners, institutions, and publications in virtually all parts of the world. e-flux plans to bring this unique knowledge to the .art domain, which it envisions as a reliable, clean, selective, ethical, and informative resource for art professionals, institutions of art and art education, and the general public. For over a decade, e-flux has demonstrated that it possesses the knowledge necessary to administer such a domain on a global scale. Under e-flux's custodianship, the .ART gTLD will become a valuable and encyclopedic resource for anyone interested in art.

I have worked closely with e-flux as a critic and written about their work in a variety of contexts..

I support this application, and in doing so, understand that in the event that the application is successful, e-flux will be required to enter into a Registry Agreement with ICANN. In doing so, they will be required to pay fees to ICANN and comply with consensus policies developed through the ICANN multi-stakeholder policy processes.

This application is being submitted as a community-based application, and as such it is understood that the Registry Agreement will reflect the community restrictions proposed in the application. In the event that we believe the registry is not complying with these restrictions, possible avenues of recourse include the Registry Restrictions Dispute Resolution Procedure.

Yours sincerely,



David Joselit
Carnegie Professor

Community Endorsement

ICANN
Suite 330, 4676 Admiralty Way
Marina del Rey, CA 90292

Attention: New gTLD Evaluation Process

Subject: Letter of support for .ART

To Whom It May Concern:

This letter is to confirm that I, Sunjung Kim, fully support the application for the .ART Top Level Domain submitted to the Internet Corporation for Assigned Names and Numbers ("ICANN") by e-flux in the "New gTLD Program".

I am a leader in the art community acting as Co-artistic Director of Gwangju Biennale 2012 as well as agent of DOCUMENTA (13).

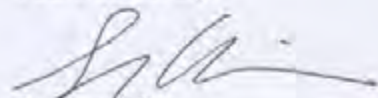
e-flux is known in the art field for its extremely high quality of content, developed through the careful selection of institutions it works with. Consequently, it has become a key node through which much of the important information about art on the Internet passes. After more than a decade of administering the flow of such information, e-flux has developed a uniquely informed perspective on the development of art, its practitioners, institutions, and publications in virtually all parts of the world. e-flux plans to bring this unique knowledge to the .art domain, which it envisions as a reliable, clean, selective, ethical, and informative resource for art professionals, institutions of art and art education, and the general public. For over a decade, e-flux has demonstrated that it possesses the knowledge necessary to administer such a domain on a global scale. Under e-flux's custodianship, the .ART gTLD will become a valuable and encyclopedic resource for anyone interested in art.

I have worked closely with e-flux.

I support this application, and in doing so, understand that in the event that the application is successful, e-flux will be required to enter into a Registry Agreement with ICANN. In doing so, they will be required to pay fees to ICANN and comply with consensus policies developed through the ICANN multi-stakeholder policy processes.

This application is being submitted as a community-based application, and as such it is understood that the Registry Agreement will reflect the community restrictions proposed in the application. In the event that we believe the registry is not complying with these restrictions, possible avenues of recourse include the Registry Restrictions Dispute Resolution Procedure.

Yours sincerely,



Sunjung Kim
137-5 Hwa-dong Jongno-gu Seoul
110-210 Korea

Community Endorsement

ICANN
Suite 330, 4676 Admiralty Way
Marina del Rey, CA 90292

Attention: New gTLD Evaluation Process

Subject: Letter of support for .ART

To Whom It May Concern:

This letter is to confirm that Kunstnernes Hus via its director Mats Stjernstedt fully supports the application for the .ART Top Level Domain submitted to the Internet Corporation for Assigned Names and Numbers ("ICANN") by e-flux in the "New gTLD Program". Kunstnernes Hus is Oslo's kunsthalle and a leading institution in the art community an important meeting point for local artists and a wider audience. The programme is a mixture between Norwegian and international positions.

e-flux is known in the art field for its extremely high quality of content, developed through the careful selection of institutions it works with. Consequently, it has become a key node through which much of the important information about art on the Internet passes. After more than a decade of administering the flow of such information, e-flux has developed a uniquely informed perspective on the development of art, its practitioners, institutions, and publications in virtually all parts of the world. e-flux plans to bring this unique knowledge to the .art domain, which it envisions as a reliable, clean, selective, ethical, and informative resource for art professionals, institutions of art and art education, and the general public. For over a decade, e-flux has demonstrated that it possesses the knowledge necessary to administer such a domain on a global scale. Under e-flux's custodianship, the .ART gTLD will become a valuable and encyclopedic resource for anyone interested in art.

Kunstnernes Hus can vouch for e-flux.

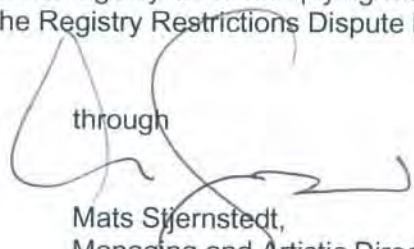
Kunstnernes Hus supports this application, and in doing so, understands that in the event that the application is successful, e-flux will be required to enter into a Registry Agreement with ICANN. In doing so, they will be required to pay fees to ICANN and comply with consensus policies developed through the ICANN multi-stakeholder policy processes.

This application is being submitted as a community-based application, and as such it is understood that the Registry Agreement will reflect the community restrictions proposed in the application. In the event that we believe the registry is not complying with these restrictions, possible avenues of recourse include the Registry Restrictions Dispute Resolution Procedure.

Yours sincerely,

Kunstnernes Hus
Wergelandsveien 17
NO 0167 Oslo

through

A handwritten signature in black ink, appearing to be 'Mats Stjernstedt', written over the printed name and title.

Mats Stjernstedt,
Managing and Artistic Director



Kunst-Werke Berlin e.V. Auguststraße 69 · D-10117 Berlin

ICANN

Suite 330, 4676 Admiralty Way
Marina del Rey, CA 90292

USA

Berlin, March 15, 2012

Attention: New gTLD Evaluation Process

Subject: Letter of support for .ART

To Whom It May Concern:

This letter is to confirm that KW Institute for Contemporary Art fully supports the application for the .ART Top Level Domain submitted to the Internet Corporation for Assigned Names and Numbers ("ICANN") by e-flux in the "New gTLD Program".

KW Institute for Contemporary Art is a leader in the art community acting as a place for the production and presentation of contemporary art, viewing itself as a laboratory for communicating and advancing contemporary cultural developments in Germany and abroad by means of exhibitions, workshops and resident artist's studios, as well as by collaborating with artists or other institutions and by commissioning works.

e-flux is known in the art field for its extremely high quality of content, developed through the careful selection of institutions it works with. Consequently, it has become a key node through which much of the important information about art on the Internet passes. After more than a decade of administering the flow of such information, e-flux has developed a uniquely informed perspective on the development of art, its practitioners, institutions, and publications in virtually all parts of the world. e-flux plans to bring this unique knowledge to the .art domain, which it envisions as a reliable, clean, selective, ethical, and informative resource for art professionals, institutions of art and art education, and the general public. For over a decade, e-flux has demonstrated that it possesses the knowledge necessary to administer such a domain on a global scale. Under e-flux's custodianship, the .ART gTLD will become a valuable and encyclopedic resource for anyone interested in art.

KW Institute for Contemporary Art

**Auguststraße 69, D-10117 Berlin, Tel. 00 49 (0)30 24 34 59 0, Fax 00 49 (0)30 24 34 59 99, info@kw-berlin.de, www.kw-berlin.de
Direktorin Gabriele Horn**

**KUNST-WERKE BERLIN e.V. USI-IdNr. DE 158 686 276, Amtsgericht Charlottenburg, 95 VR 10 430 Nz
1. Vorsitzender Eike Becker, 2. Vorsitzender Eberhard Mayntz, Schatzmeisterin Kate Merkle**

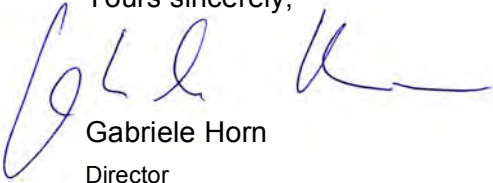


KW Institute for Contemporary Art has worked closely with e-flux.

KW Institute for Contemporary Art supports this application, and in doing so, understands that in the event that the application is successful, e-flux will be required to enter into a Registry Agreement with ICANN. In doing so, they will be required to pay fees to ICANN and comply with consensus policies developed through the ICANN multi-stakeholder policy processes.

This application is being submitted as a community-based application, and as such it is understood that the Registry Agreement will reflect the community restrictions proposed in the application. In the event that we believe the registry is not complying with these restrictions, possible avenues of recourse include the Registry Restrictions Dispute Resolution Procedure.

Yours sincerely,



Gabriele Horn
Director

Community Endorsement

ICANN
Suite 330, 4676 Admiralty Way
Marina del Rey, CA 90292

Attention: New gTLD Evaluation Process

Subject: Letter of support for .ART

To Whom It May Concern:

This letter is to confirm that Maaïke Lauwaert from Stroom Den Haag fully supports the application for the .ART Top Level Domain submitted to the Internet Corporation for Assigned Names and Numbers ("ICANN") by e-flux in the "New gTLD Program".

Lauwaert is a leader in the art community acting as a writer, curator and lobbyist. Lauwaert writes on contemporary art and works as a visual arts curator at Stroom, an independent centre for art and architecture in the Netherlands. She also coordinates an interest group for small Dutch art spaces called De Zaak Nu. Before starting at Stroom, she worked at the Mondriaan Foundation and completed a PhD. in cultural sciences at the University of Maastricht.

e-flux is known in the art field for its extremely high quality of content, developed through the careful selection of institutions it works with. Consequently, it has become a key node through which much of the important information about art on the Internet passes. After more than a decade of administering the flow of such information, e-flux has developed a uniquely informed perspective on the development of art, its practitioners, institutions, and publications in virtually all parts of the world. e-flux plans to bring this unique knowledge to the .art domain, which it envisions as a reliable, clean, selective, ethical, and informative resource for art professionals, institutions of art and art education, and the general public. For over a decade, e-flux has demonstrated that it possesses the knowledge necessary to administer such a domain on a global scale. Under e-flux's custodianship, the .ART gTLD will become a valuable and encyclopedic resource for anyone interested in art.

I have worked closely with e-flux both as a curator and writer and can vouch for them.

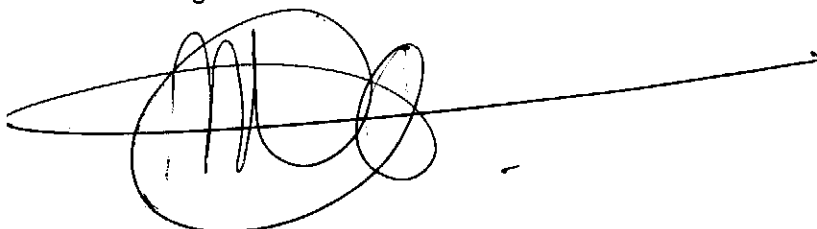
I fully supports this application, and in doing so, understands that in the event that the application is successful, e-flux will be required to enter into a Registry Agreement with ICANN. In doing so, they will be required to pay fees to ICANN and comply with consensus policies developed through the ICANN multi-stakeholder policy processes.

This application is being submitted as a community-based application, and as such it is understood that the Registry Agreement will reflect the community restrictions proposed in the application. In the event that we believe the registry is not complying with these restrictions, possible avenues of recourse include the Registry Restrictions Dispute Resolution Procedure.

Yours sincerely,

Maaïke Lauwaert
Achtergracht 11
1017 WL Amsterdam
The Netherlands

Signature

A handwritten signature in black ink, consisting of a large, stylized 'M' followed by a long horizontal line extending to the right.



Tensta konsthall

Community Endorsement

ICANN
Suite 330, 4676 Admiralty Way
Marina del Rey, CA 90292

Attention: New gTLD Evaluation Process

Subject: Letter of support for .ART

To Whom It May Concern:

This letter is to confirm that Maria Lind fully supports the application for the .ART Top Level Domain submitted to the Internet Corporation for Assigned Names and Numbers ("ICANN") by e-flux in the "New gTLD Program".

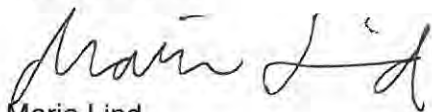
Maria Lind is a leader in the art community acting as the director of Tensta konsthall which is non-profit art space in Stockholm engaging with contemporary art on an international level. e-flux is known in the art field for its extremely high quality of content, developed through the careful selection of institutions it works with. Consequently, it has become a key node through which much of the important information about art on the Internet passes. After more than a decade of administering the flow of such information, e-flux has developed a uniquely informed perspective on the development of art, its practitioners, institutions, and publications in virtually all parts of the world. e-flux plans to bring this unique knowledge to the .art domain, which it envisions as a reliable, clean, selective, ethical, and informative resource for art professionals, institutions of art and art education, and the general public. For over a decade, e-flux has demonstrated that it possesses the knowledge necessary to administer such a domain on a global scale. Under e-flux's custodianship, the .ART gTLD will become a valuable and encyclopedic resource for anyone interested in art.

The Maria Lind has worked closely with e-flux over the last decade.

Maria Lind supports this application, and in doing so, understands that in the event that the application is successful, e-flux will be required to enter into a Registry Agreement with ICANN. In doing so, they will be required to pay fees to ICANN and comply with consensus policies developed through the ICANN multi-stakeholder policy processes.

This application is being submitted as a community-based application, and as such it is understood that the Registry Agreement will reflect the community restrictions proposed in the application. In the event that we believe the registry is not complying with these restrictions, possible avenues of recourse include the Registry Restrictions Dispute Resolution Procedure.

Yours sincerely,

A handwritten signature in black ink, appearing to read 'Maria Lind', with a stylized flourish at the end.

Maria Lind
Director
Tensta konsthall
Box 4001
16304 Spånga
Sweden

Community Endorsement

ICANN
Suite 330, 4676 Admiralty Way
Marina del Rey, CA 90292

Attention: New gTLD Evaluation Process

Subject: Letter of support for .ART

To Whom It May Concern:

This letter is to confirm that I, Catalina Lozano, fully support the application for the .ART Top Level Domain submitted to the Internet Corporation for Assigned Names and Numbers ("ICANN") by e-flux in the "New gTLD Program".

e-flux is known in the art field for its extremely high quality of content, developed through the careful selection of institutions it works with. Consequently, it has become a key node through which much of the important information about art on the Internet passes. After more than a decade of administering the flow of such information, e-flux has developed a uniquely informed perspective on the development of art, its practitioners, institutions, and publications in virtually all parts of the world. e-flux plans to bring this unique knowledge to the .art domain, which it envisions as a reliable, clean, selective, ethical, and informative resource for art professionals, institutions of art and art education, and the general public. For over a decade, e-flux has demonstrated that it possesses the knowledge necessary to administer such a domain on a global scale. Under e-flux's custodianship, the .ART gTLD will become a valuable and encyclopedic resource for anyone interested in art.

I can vouch for e-flux.

I support this application, and in doing so, understands that in the event that the application is successful, e-flux will be required to enter into a Registry Agreement with ICANN. In doing so, they will be required to pay fees to ICANN and comply with consensus policies developed through the ICANN multi-stakeholder policy processes.

This application is being submitted as a community-based application, and as such it is understood that the Registry Agreement will reflect the community restrictions proposed in the application. In the event that we believe the registry is not complying with these restrictions, possible avenues of recourse include the Registry Restrictions Dispute Resolution Procedure.

Yours sincerely,

Catalina Lozano
Independent curator

Catalina Lopez

Signature

Community Endorsement

ICANN
Suite 330, 4676 Admiralty Way
Marina del Rey, CA 90292

Attention: New gTLD Evaluation Process

Subject: Letter of support for .ART

To Whom It May Concern:

This letter is to confirm that Maha Maamoun fully supports the application for the .ART Top Level Domain submitted to the Internet Corporation for Assigned Names and Numbers ("ICANN") by e-flux in the "New gTLD Program".

Maha Maamoun is a leader in the art community acting as Artist and Board Member of the Contemporary Image Collective, an independent non-profit art initiative founded in Cairo.

e-flux is known in the art field for its extremely high quality of content, developed through the careful selection of institutions it works with. Consequently, it has become a key node through which much of the important information about art on the Internet passes. After more than a decade of administering the flow of such information, e-flux has developed a uniquely informed perspective on the development of art, its practitioners, institutions, and publications in virtually all parts of the world. e-flux plans to bring this unique knowledge to the .art domain, which it envisions as a reliable, clean, selective, ethical, and informative resource for art professionals, institutions of art and art education, and the general public. For over a decade, e-flux has demonstrated that it possesses the knowledge necessary to administer such a domain on a global scale. Under e-flux's custodianship, the .ART gTLD will become a valuable and encyclopedic resource for anyone interested in art.

Maha Maamoun can vouch for e-flux.

I support this application, and in doing so, understand that in the event that the application is successful, e-flux will be required to enter into a Registry Agreement with ICANN. In doing so, they will be required to pay fees to ICANN and comply with consensus policies developed through the ICANN multi-stakeholder policy processes.

This application is being submitted as a community-based application, and as such it is understood that the Registry Agreement will reflect the community restrictions proposed in the application. In the event that we believe the registry is not complying with these restrictions, possible avenues of recourse include the Registry Restrictions Dispute Resolution Procedure.

Yours sincerely,

Maha Maamoun
6 Road 72, Maadi
11431 Cairo,
Egypt

Signature



Community Endorsement

ICANN
Suite 330, 4676 Admiralty Way
Marina del Rey, CA 90292

Attention: New gTLD Evaluation Process

Subject: Letter of support for .ART

To Whom It May Concern:

This letter is to confirm that Mark Rappolt, editor of ArtReview magazine, fully supports the application for the .ART Top Level Domain submitted to the Internet Corporation for Assigned Names and Numbers ("ICANN") by e-flux in the "New gTLD Program".

ArtReview is one of the world's leading contemporary art magazines, founded in 1949 and dedicated to expanding art's audience and reach.

e-flux is known in the art field for its extremely high quality of content, developed through the careful selection of institutions it works with. Consequently, it has become a key node through which much of the important information about art on the Internet passes. After more than a decade of administering the flow of such information, e-flux has developed a uniquely informed perspective on the development of art, its practitioners, institutions, and publications in virtually all parts of the world. e-flux plans to bring this unique knowledge to the .art domain, which it envisions as a reliable, clean, selective, ethical, and informative resource for art professionals, institutions of art and art education, and the general public. For over a decade, e-flux has demonstrated that it possesses the knowledge necessary to administer such a domain on a global scale. Under e-flux's custodianship, the .ART gTLD will become a valuable and encyclopedic resource for anyone interested in art.

ArtReview's has followed e-flux's activities for many years and can vouch for its stature in the artworld.

ArtReview supports this application, and in doing so, understands that in the event that the application is successful, e-flux will be required to enter into a Registry Agreement with ICANN. In doing so, they will be required to pay fees to ICANN and comply with consensus policies developed through the ICANN multi-stakeholder policy processes.

This application is being submitted as a community-based application, and as such it is understood that the Registry Agreement will reflect the community restrictions proposed in the application. In the event that we believe the registry is not complying with these restrictions, possible avenues of recourse include the Registry Restrictions Dispute Resolution Procedure.

Yours sincerely,

A handwritten signature in black ink, appearing to read 'Mark Rappolt', with a long horizontal stroke extending to the right.

Mark Rappolt
Editor, ArtReview

Community Endorsement

ICANN
Suite 330, 4676 Admiralty Way
Marina del Rey, CA 90292

Attention: New gTLD Evaluation Process

Subject: Letter of support for .ART

To Whom It May Concern:

This letter is to confirm that Laura McLean-Ferris fully supports the application for the .ART Top Level Domain submitted to the Internet Corporation for Assigned Names and Numbers ("ICANN") by e-flux in the "New gTLD Program".

Laura McLean-Ferris is a leader in the art community acting as writer and curator. She is editor at large of ArtReview, an internationally read art magazine, she is a critic for the Independent newspaper, a highly respected broadsheet title in the UK, and also contributes to other magazines and publications, both within the fields of art and beyond. She has curated events for Tate Modern and the ICA, and taught at the Royal College of Art, London. She also contributes to Art Agenda, the critical arm of e-flux.

e-flux is known in the art field for its extremely high quality of content, developed through the careful selection of institutions it works with. Consequently, it has become a key node through which much of the important information about art on the Internet passes. After more than a decade of administering the flow of such information, e-flux has developed a uniquely informed perspective on the development of art, its practitioners, institutions, and publications in virtually all parts of the world. e-flux plans to bring this unique knowledge to the .art domain, which it envisions as a reliable, clean, selective, ethical, and informative resource for art professionals, institutions of art and art education, and the general public. For over a decade, e-flux has demonstrated that it possesses the knowledge necessary to administer such a domain on a global scale. Under e-flux's custodianship, the .ART gTLD will become a valuable and encyclopedic resource for anyone interested in art.

Laura McLean-Ferris has worked closely with e-flux.

Laura McLean-Ferris supports this application, and in doing so, understands that in the event that the application is successful, e-flux will be required to enter into a Registry Agreement with ICANN. In doing so, they will be required to pay fees to ICANN and comply with consensus policies developed through the ICANN multi-stakeholder policy processes.

This application is being submitted as a community-based application, and as such it is understood that the Registry Agreement will reflect the community restrictions proposed in the application. In the event that we believe the registry is not complying with these restrictions, possible avenues of recourse include the Registry Restrictions Dispute Resolution Procedure.

Yours sincerely,

A handwritten signature in black ink, appearing to read 'Laura', with a long horizontal flourish extending to the right.

Laura McLean-Ferris

Signature

Community Endorsement

ICANN
Suite 330, 4676 Admiralty Way
Marina del Rey, CA 90292

Attention: New gTLD Evaluation Process

Subject: Letter of support for .ART

To Whom It May Concern:

This letter is to confirm that MK Gallery fully supports the application for the .ART Top Level Domain submitted to the Internet Corporation for Assigned Names and Numbers ("ICANN") by e-flux in the "New gTLD Program".

MK Gallery is a leader in the art community acting as a centre showcasing the finest contemporary art, film, music and performance alongside an extensive community and learning programme.

e-flux is known in the art field for its extremely high quality of content, developed through the careful selection of institutions it works with. Consequently, it has become a key node through which much of the important information about art on the Internet passes. After more than a decade of administering the flow of such information, e-flux has developed a uniquely informed perspective on the development of art, its practitioners, institutions, and publications in virtually all parts of the world. e-flux plans to bring this unique knowledge to the .art domain, which it envisions as a reliable, clean, selective, ethical, and informative resource for art professionals, institutions of art and art education, and the general public. For over a decade, e-flux has demonstrated that it possesses the knowledge necessary to administer such a domain on a global scale. Under e-flux's custodianship, the .ART gTLD will become a valuable and encyclopedic resource for anyone interested in art.

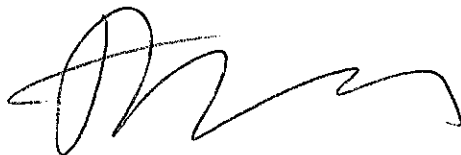
MK Gallery has worked closely with e-flux.

MK Gallery supports this application, and in doing so, understands that in the event that the application is successful, e-flux will be required to enter into a Registry Agreement with ICANN. In doing so, they will be required to pay fees to ICANN and comply with consensus policies developed through the ICANN multi-stakeholder policy processes.

This application is being submitted as a community-based application, and as such it is understood that the Registry Agreement will reflect the community restrictions proposed in the application. In the event that we believe the registry is not complying with these restrictions, possible avenues of recourse include the Registry Restrictions Dispute Resolution Procedure.

Yours sincerely,

Anthony Spira
Director
MK Gallery
900 Midsummer Blvd, MK9 3QA, UK



20.3.12

Community Endorsement

ICANN
Suite 330, 4676 Admiralty Way
Marina del Rey, CA 90292

Attention: New gTLD Evaluation Process

Subject: Letter of support for .ART

To Whom It May Concern:

This letter is to confirm that Mousse fully supports the application for the .ART Top Level Domain submitted to the Internet Corporation for Assigned Names and Numbers ("ICANN") by e-flux in the "New gTLD Program".

Mousse is a leader in the art community acting as a publisher, an agency and a contemporary art magazine with a circulation of about 40.000 copies in Europe, the United States, Australia, and Asia.

e-flux is known in the art field for its extremely high quality of content, developed through the careful selection of institutions it works with. Consequently, it has become a key node through which much of the important information about art on the Internet passes. After more than a decade of administering the flow of such information, e-flux has developed a uniquely informed perspective on the development of art, its practitioners, institutions, and publications in virtually all parts of the world. e-flux plans to bring this unique knowledge to the .art domain, which it envisions as a reliable, clean, selective, ethical, and informative resource for art professionals, institutions of art and art education, and the general public. For over a decade, e-flux has demonstrated that it possesses the knowledge necessary to administer such a domain on a global scale. Under e-flux's custodianship, the .ART gTLD will become a valuable and encyclopedic resource for anyone interested in art.


Mousse has worked closely with e-flux.

Mousse supports this application, and in doing so, understands that in the event that the application is successful, e-flux will be required to enter into a Registry Agreement with ICANN. In doing so, they will be required to pay fees to ICANN and comply with consensus policies developed through the ICANN multi-stakeholder policy processes.

This application is being submitted as a community-based application, and as such it is understood that the Registry Agreement will reflect the community restrictions proposed in the application. In the event that we believe the registry is not complying with these restrictions, possible avenues of recourse include the Registry Restrictions Dispute Resolution Procedure.

Yours sincerely,

Edoardo Bonaspetti
Mousse - Founder and Editor in Chief
Contrappunto s.r.l.
Via Arena 23, 20123 Milano - Italy T. +39 02 8356631 F. +39 02 83200036



Community Endorsement

ICANN
Suite 330, 4676 Admiralty Way
Marina del Rey, CA 90292

Attention: New gTLD Evaluation Process

Subject: Letter of support for .ART

To Whom It May Concern:

This letter is to confirm that Jonathan T. D. Neil fully supports the application for the .ART Top Level Domain submitted to the Internet Corporation for Assigned Names and Numbers (“ICANN”) by e-flux in the “New gTLD Program”.

Jonathan T. D. Neil is a leader in the art community acting as an Educator (Faculty, Art Business and Contemporary Art, Sotheby’s Institute of Art, NY), Editor (Executive Editor, The Drawing Center, NY; Editor, The Held Essays on Visual Art, *The Brooklyn Rail*, NY; US Editor, *ArtReview*, London), Consultant, (Principal, Boyd Level LLC, NY), and Critic (see jonathantdneil.com)

e-flux is known in the art field for its extremely high quality of content, developed through the careful selection of institutions it works with. Consequently, it has become a key node through which much of the important information about art on the Internet passes. After more than a decade of administering the flow of such information, e-flux has developed a uniquely informed perspective on the development of art, its practitioners, institutions, and publications in virtually all parts of the world. e-flux plans to bring this unique knowledge to the .art domain, which it envisions as a reliable, clean, selective, ethical, and informative resource for art professionals, institutions of art and art education, and the general public. For over a decade, e-flux has demonstrated that it possesses the knowledge necessary to administer such a domain on a global scale. Under e-flux’s custodianship, the .ART gTLD will become a valuable and encyclopedic resource for anyone interested in art.

Jonathan T. D. Neil can both vouch for e-flux and has worked with e-flux in the past (published criticism for e-flux’s Art-Agenda reviews).

Jonathan T. D. Neil supports this application, and in doing so, understands that in the event that the application is successful, e-flux will be required to enter into a Registry Agreement with ICANN. In doing so, they will be required to pay fees to ICANN and comply with consensus policies developed through the ICANN multi-stakeholder policy processes.

This application is being submitted as a community-based application, and as such it is understood that the Registry Agreement will reflect the community restrictions proposed in the application. In the event that we believe the registry is not complying with these restrictions, possible avenues of recourse include the Registry Restrictions Dispute Resolution Procedure.

Yours sincerely,

Jonathan T. D. Neil
155 Riverside Dr.
New York, NY 10024

A handwritten signature in black ink, appearing to read 'JTD Neil', with a stylized flourish at the end.

Jonathan T. D. Neil

6 March 2012

Community Endorsement

ICANN
Suite 330, 4676 Admiralty Way
Marina del Rey, CA 90292

Attention: New gTLD Evaluation Process

Subject: Letter of support for .ART

To Whom It May Concern:

This letter is to confirm that Molly Nesbit, Professor and Chair of the Art Department at Vassar College, fully supports the application for the .ART Top Level Domain submitted to the Internet Corporation for Assigned Names and Numbers (“ICANN”) by e-flux in the “New gTLD Program”.

Molly Nesbit is a leader in the art community acting as award-winning (grants and honors from the Guggenheim, Getty, and Andy Warhol foundations) professor, art historian and writer of several books, curator of Utopia Station (which began at the Venice Biennale 2003), and art critic (contributing editor of *Artforum*).

e-flux is known in the art field for its extremely high quality of content, developed through the careful selection of institutions it works with. Consequently, it has become a key node through which much of the important information about art on the Internet passes. After more than a decade of administering the flow of such information, e-flux has developed a uniquely informed perspective on the development of art, its practitioners, institutions, and publications in virtually all parts of the world. e-flux plans to bring this unique knowledge to the .art domain, which it envisions as a reliable, clean, selective, ethical, and informative resource for art professionals, institutions of art and art education, and the general public. For over a decade, e-flux has demonstrated that it possesses the knowledge necessary to administer such a domain on a global scale. Under

e-flux's custodianship, the .ART gTLD will become a valuable and encyclopedic resource for anyone interested in art.

Molly Nesbit has worked closely with e-flux since its inception.

Molly Nesbit supports this application, and in doing so, understands that in the event that the application is successful, e-flux will be required to enter into a Registry Agreement with ICANN. In doing so, they will be required to pay fees to ICANN and comply with consensus policies developed through the ICANN multi-stakeholder policy processes.

This application is being submitted as a community-based application, and as such it is understood that the Registry Agreement will reflect the community restrictions proposed in the application. In the event that we believe the registry is not complying with these restrictions, possible avenues of recourse include the Registry Restrictions Dispute Resolution Procedure.

Yours sincerely,

Molly Nesbit, Professor and Chair of the Art Department

P. O. Box 702
Vassar College
124 Raymond Avenue
Poughkeepsie, N. Y. 12604

Community Endorsement

ICANN
Suite 330, 4676 Admiralty Way
Marina del Rey, CA 90292

Attention: New gTLD Evaluation Process

Subject: Letter of support for .ART

To Whom It May Concern:

This letter is to confirm that The New Museum of Contemporary Art fully supports the application for the .ART Top Level Domain submitted to the Internet Corporation for Assigned Names and Numbers ("ICANN") by e-flux in the "New gTLD Program".

Founded in 1977, the New Museum is a leading destination for new art and new ideas. It is Manhattan's only dedicated contemporary art museum and is respected internationally for the adventurousness and global scope of its curatorial program. The New Museum has been amassing a wealth of materials now available through the New Museum Digital Archive. The Digital Archive currently contains over 6,000 exhibition images, exhibition descriptions, publications, public program chronology, and a searchable database of over 3,700 artists, curators, and institutions associated with the New Museum's programming.

e-flux is known in the art field for its extremely high quality of content, developed through the careful selection of institutions it works with. Consequently, it has become a key node through which much of the important information about art on the Internet passes. After more than a decade of administering the flow of such information, e-flux has developed a uniquely informed perspective on the development of art, its practitioners, institutions, and publications in virtually all parts of the world. e-flux plans to bring this unique knowledge to the .art domain, which it envisions as a reliable, clean, selective, ethical, and informative resource for art professionals, institutions of art and art education, and the general public. For over a decade, e-flux has demonstrated that it possesses the knowledge necessary to administer such a domain on a global scale. Under e-flux's custodianship, the .ART gTLD will become a valuable and encyclopedic resource for anyone interested in art.

The New Museum has worked closely with e-flux.

The New Museum supports this application, and in doing so, understands that in the event that the application is successful, e-flux will be required to enter into a Registry Agreement with ICANN. In doing so, they will be required to pay fees to ICANN and comply with consensus policies developed through the ICANN multi-stakeholder policy processes.

This application is being submitted as a community-based application, and as such it is understood that the Registry Agreement will reflect the community restrictions proposed in the application. In the event that we believe the registry is not complying with these

restrictions, possible avenues of recourse include the Registry Restrictions Dispute Resolution Procedure.

Yours sincerely,

Lisa Phillips
Toby Devan Lewis Director

A handwritten signature in black ink, appearing to be 'L. Phillips', written over a faint, light blue rectangular background.

Signature

Community Endorsement

ICANN
Suite 330, 4676 Admiralty Way
Marina del Rey, CA 90292

Attention: New gTLD Evaluation Process

Subject: Letter of support for .ART

To Whom It May Concern:

This letter is to confirm that I, Carsten Nicolai (artist), fully support the application for the .ART Top Level Domain submitted to the Internet Corporation for Assigned Names and Numbers ("ICANN") by e-flux in the "New gTLD Program".

e-flux is known in the art field for its extremely high quality of content, developed through the careful selection of institutions it works with. Consequently, it has become a key node through which much of the important information about art on the Internet passes. After more than a decade of administering the flow of such information, e-flux has developed a uniquely informed perspective on the development of art, its practitioners, institutions, and publications in virtually all parts of the world. e-flux plans to bring this unique knowledge to the .art domain, which it envisions as a reliable, clean, selective, ethical, and informative resource for art professionals, institutions of art and art education, and the general public. For over a decade, e-flux has demonstrated that it possesses the knowledge necessary to administer such a domain on a global scale. Under e-flux's custodianship, the .ART gTLD will become a valuable and encyclopedic resource for anyone interested in art.

As an artist, I have worked closely with e-flux. I support this application, and in doing so, understand that in the event that the application is successful, e-flux will be required to enter into a Registry Agreement with ICANN. In doing so, they will be required to pay fees to ICANN and comply with consensus policies developed through the ICANN multi-stakeholder policy processes.

This application is being submitted as a community-based application, and as such it is understood that the Registry Agreement will reflect the community restrictions proposed in the application. In the event that we believe the registry is not complying with these restrictions, possible avenues of recourse include the Registry Restrictions Dispute Resolution Procedure.

Yours sincerely,

A handwritten signature in black ink, appearing to read 'Carsten Nicolai', with a stylized, somewhat abstract flourish at the end.

Carsten Nicolai

Community Endorsement

ICANN
Suite 330, 4676 Admiralty Way
Marina del Rey, CA 90292

Attention: New gTLD Evaluation Process

Subject: Letter of support for .ART

To Whom It May Concern:

This letter is to confirm that Solveig Øvstebø fully supports the application for the .ART Top Level Domain submitted to the Internet Corporation for Assigned Names and Numbers ("ICANN") by e-flux in the "New gTLD Program".

Solveig Øvstebø is a leader in the art community acting as director of Bergen Kunsthall, Norway. Bergen Kunsthall is one of Norway's premier arenas for contemporary art, and with a variety that spans large solo exhibitions of international and Norwegian artists to curated group exhibitions and thematic productions, Bergen Kunsthall wishes to reflect the latest trends in the art scene.

e-flux is known in the art field for its extremely high quality of content, developed through the careful selection of institutions it works with. Consequently, it has become a key node through which much of the important information about art on the Internet passes. After more than a decade of administering the flow of such information, e-flux has developed a uniquely informed perspective on the development of art, its practitioners, institutions, and publications in virtually all parts of the world. e-flux plans to bring this unique knowledge to the .art domain, which it envisions as a reliable, clean, selective, ethical, and informative resource for art professionals, institutions of art and art education, and the general public. For over a decade, e-flux has demonstrated that it possesses the knowledge necessary to administer such a domain on a global scale. Under e-flux's custodianship, the .ART gTLD will become a valuable and encyclopedic resource for anyone interested in art.

Bergen Kunsthall, by Solveig Øvstebø, can vouch for e-flux.

I support this application, and in doing so, understands that in the event that the application is successful, e-flux will be required to enter into a Registry Agreement with ICANN. In doing so, they will be required to pay fees to ICANN and comply with consensus policies developed through the ICANN multi-stakeholder policy processes.

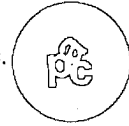
This application is being submitted as a community-based application, and as such it is understood that the Registry Agreement will reflect the community restrictions proposed in the application. In the event that we believe the registry is not complying with these restrictions, possible avenues of recourse include the Registry Restrictions Dispute Resolution Procedure.

Yours sincerely,

Solveig Øvstebo
Domkirkegt. 2a
5018 Bergen
Norway

Signature

A handwritten signature in cursive script, reading "Solveig Øvstebo". The signature is written in dark ink on a light background. The first name "Solveig" is written in a large, flowing script, and the last name "Øvstebo" is written in a slightly smaller, more compact script.



Community Endorsement

ICANN

Suite 330, 4676 Admiralty Way
Marina del Rey, CA 90292

Attention: New gTLD Evaluation Process

Subject: Letter of support for .ART

To Whom It May Concern:

This letter is to confirm that Patronato de Arte Contemporáneo A.C. fully supports the application for the .ART Top Level Domain submitted to the Internet Corporation for Assigned Names and Numbers ("ICANN") by e-flux in the "New gTLD Program".

Patronato de Arte Contemporáneo A.C. (PAC) is a leader in the art community acting as a non profit association devoted to the promotion and development of contemporary art practice in Mexico.

e-flux is known in the art field for its extremely high quality of content, developed through the careful selection of institutions it works with. Consequently, it has become a key node through which much of the important information about art on the Internet passes. After more than a decade of administering the flow of such information, e-flux has developed a uniquely informed perspective on the development of art, its practitioners, institutions, and publications in virtually all parts of the world. e-flux plans to bring this unique knowledge to the .art domain, which it envisions as a reliable, clean, selective, ethical, and informative resource for art professionals, institutions of art and art education, and the general public. For over a decade, e-flux has demonstrated that it possesses the knowledge necessary to administer such a domain on a global scale. Under e-flux's custodianship, the .ART gTLD will become a valuable and encyclopedic resource for anyone interested in art.

PAC has collaborated closely with e-flux and supports this application. In doing so, PAC understands that in the event that the application is successful, e-flux will be required to enter into a Registry Agreement with ICANN. In doing so, they will be required to pay fees to ICANN and comply with consensus policies developed through the ICANN multi-stakeholder policy processes.

This application is being submitted as a community-based application, and as such it is understood that the Registry Agreement will reflect the community restrictions proposed in the application. In the event that we believe the registry is not complying with these restrictions, possible avenues of recourse include the Registry Restrictions Dispute Resolution Procedure.

Yours sincerely,

Aimée Servitje
Director
Patronato de Arte Contemporáneo A.C.

Community Endorsement

ICANN
Suite 330, 4676 Admiralty Way
Marina del Rey, CA 90292

Attention: New gTLD Evaluation Process

Subject: Letter of support for .ART

To Whom It May Concern:

This letter is to confirm that I, Aaron Peck, fully support the application for the .ART Top Level Domain submitted to the Internet Corporation for Assigned Names and Numbers ("ICANN") by e-flux in the "New gTLD Program".

I am a leader in the art community acting as a freelance art critic, writer, and teacher at Emily Carr University of Art + Design.

e-flux is known in the art field for its extremely high quality of content, developed through the careful selection of institutions it works with. Consequently, it has become a key node through which much of the important information about art on the Internet passes. After more than a decade of administering the flow of such information, e-flux has developed a uniquely informed perspective on the development of art, its practitioners, institutions, and publications in virtually all parts of the world. e-flux plans to bring this unique knowledge to the .art domain, which it envisions as a reliable, clean, selective, ethical, and informative resource for art professionals, institutions of art and art education, and the general public. For over a decade, e-flux has demonstrated that it possesses the knowledge necessary to administer such a domain on a global scale. Under e-flux's custodianship, the .ART gTLD will become a valuable and encyclopedic resource for anyone interested in art.

I have worked closely with e-flux, contributing to their *Art Agenda* website, which is, in my opinion, one of the best venues for art reviews currently in the English language world.

In short, I support this application, and in doing so, I understand that in the event that the application is successful, e-flux will be required to enter into a Registry Agreement with ICANN. In doing so, they will be required to pay fees to ICANN and comply with consensus policies developed through the ICANN multi-stakeholder policy processes.

This application is being submitted as a community-based application, and as such it is understood that the Registry Agreement will reflect the community restrictions proposed in the application. In the event that we believe the registry is not complying with these restrictions, possible avenues of recourse include the Registry Restrictions Dispute Resolution Procedure.

Yours sincerely,

Aaron Peck

1006 – 198 Aquarius Mews
Vancouver, BC
V6Z 2Y4
604-974-0232
apeck@ecuad.ca

a d z p

Community Endorsement

ICANN
Suite 330, 4676 Admiralty Way
Marina del Rey, CA 90292

Attention: New gTLD Evaluation Process

Subject: Letter of support for .ART

To Whom It May Concern:

This letter is to confirm that Peep-Hole fully supports the application for the .ART Top Level Domain submitted to the Internet Corporation for Assigned Names and Numbers ("ICANN") by e-flux in the "New gTLD Program".

Peep-Hole is a leader in the art community acting as non-profit organization dedicated to contemporary art in Milan but also operating with an international network of other institutions, spaces and curators. The aim of Peep-Hole is to encourage people to take a closer look at each artist's practice through a program that moves between the format of exhibitions, publications, lectures and conversations organized with artists and other professional coming from all around the world.

e-flux is known in the art field for its extremely high quality of content, developed through the careful selection of institutions it works with. Consequently, it has become a key node through which much of the important information about art on the Internet passes. After more than a decade of administering the flow of such information, e-flux has developed a uniquely informed perspective on the development of art, its practitioners, institutions, and publications in virtually all parts of the world. e-flux plans to bring this unique knowledge to the .art domain, which it envisions as a reliable, clean, selective, ethical, and informative resource for art professionals, institutions of art and art education, and the general public. For over a decade, e-flux has demonstrated that it possesses the knowledge necessary to administer such a domain on a global scale. Under e-flux's custodianship, the .ART gTLD will become a valuable and encyclopedic resource for anyone interested in art.

Peep-Hole has worked closely with e-flux.

Peep-Hole supports this application, and in doing so, understands that in the event that the application is successful, e-flux will be required to enter into a Registry Agreement with ICANN. In doing so, they will be required to pay fees to ICANN and comply with consensus policies developed through the ICANN multi-stakeholder policy processes.

This application is being submitted as a community-based application, and as such it is understood that the Registry Agreement will reflect the community restrictions proposed in the application. In the event that we believe the registry is not complying with these restrictions, possible avenues of recourse include the Registry Restrictions Dispute Resolution Procedure.

Yours sincerely,

Peep-Hole

Via Panfilo Castaldi 33, 20124 Milan

Signature

A handwritten signature in black ink, appearing to read "Peep-Hole". The signature is written in a cursive, stylized font with a horizontal line extending from the end.