

## *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 Performa 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".

Performa is a leader in the art community acting as a nonprofit multidisciplinary arts organization established in 2004 and is dedicated to exploring the critical role of live performance in the history of twentieth-century art and to encouraging new directions in performance for the twenty-first century.

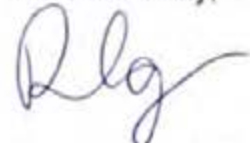
e-flux is known in the art field for its extremely high quality of content, developed through the careful selection of institutions it works with. Consequently, it has become a key node through which much of the important information about art on the Internet passes. After more than a decade of administering 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.

Performa has worked closely with e-flux.

Performa 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,



RoseLee Goldberg  
Director and Curator  
Performa  
100 W 23 St, Fl 5  
NY, NY, 10011  
[www.performa-arts.org](http://www.performa-arts.org)

## *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 Dan Perjovschi 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".

Dan Perjovschi is a leader in the Romanian art and media community acting as a journalist at Revista 22 ([www.revista22.ro](http://www.revista22.ro)) the first independent weekly magazine in Romania and as the most internationally known Romanian contemporary 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.

The Dan Perjovschi can vouch for e-flux.

Dan Perjovschi 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,

Dan Perjovschi

8 Telita street, Bl 66A, ap 41, Bucharest sector 5 Romania  
[www.perjovschi.ro](http://www.perjovschi.ro)  
[perjovschi@yahoo.com](mailto:perjovschi@yahoo.com)

Signature

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

12 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 Ana Teixeira Pinto 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”.

Ana Teixeira Pinto is a leader in the art community acting as art critic/regular collaborator for the art magazines Mousse, Domus, Art-Agenda, Frieze/de, Von-Hundert.

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.

Ana Teixeira Pinto has worked closely with e-flux.

Ana Teixeira Pinto 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,

Ana Teixeira Pinto  
Gethsemanestrasse 7

10437 Berlin  
Germany

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 PiST/// Interdisciplinary Project 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".

PiST/// is a leader in the art community acting as a non-profit, independent art space, in Istanbul, Turkey since May 2006. PiST/// aims to support the research and production of new art works to exhibit, discuss, and publish related projects. On January 2011, PiST/// also initiated P\_RP\_R: PiST/// Research and Production Residency. By collaborating with local and international art professionals, PiST/// aims to exchange knowledge and skills in a local and global context.

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.

PiST/// has worked closely with e-flux.

PiST/// 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,



Ms. Didem Özbek  
Artist and Co-Founder of PiST///



Mr. Osman Bozkurt  
Artist and Co-Founder of PiST///

**PiST/// Interdisciplinary Project Space**

Dolapdere Caddesi  
Pangalti Dere Sokak  
No 8 A/B/C  
Pangalti 34375  
Istanbul TR

[www.pist.org.tr](http://www.pist.org.tr)  
[www.istanbulartlist.net](http://www.istanbulartlist.net)  
[www.pirpir.org](http://www.pirpir.org)

## *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 Portland Institute for Contemporary Art (PICA) 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".

PICA is a leader in the art community and the host of the annual Time-Based Art Festival in Portland, Oregon. Through artist residencies and exhibitions, lectures and workshops, and the annual Time-Based Art Festival, PICA constructs a broad platform for contemporary art in Portland, and beyond.

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.

PICA has worked closely with e-flux. PICA 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,



Patrick Leonard, Communications Director, PICA  
415 SW 10<sup>th</sup> Avenue (Suite 300), Portland, OR 97205



## *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 Project Arts Centre 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”.

Project Arts Centre is a leader in the art community acting as a venue for exhibitions, performances, as a theatre venue and visual arts venue, seminars, academic and community oriented symposia, production house for the commissioning of new artworks and plays, lobbying body to act as advocate for freelance artists, writers, curators and actors. Project Arts Centre is a state funded, not-for-profit organization, which is the leading multi-disciplinary arts centre of Ireland.

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.

Project Arts Centre has enjoyed a profitable and trustworthy working relationship with e-flux for over 8 years, and can vouch for e-flux’s position as a crucial, independent organization within the arts sector.

Project Arts Centre 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 'Tessa Giblin', followed by a long horizontal flourish.

Tessa Giblin  
Curator of Visual Arts

Project Arts Centre  
39 East Essex Street  
Temple Bar  
Dublin 2  
IRELAND

☐

## *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, Qiu Zhijie, 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 professor at the School of Inter-media Art of China Art Academy, the Director of Total Art Studio, a member of the supervisor team in the Art and Social Thoughts Institute, an active artist and writer, and the chief curator of the 2012 Shanghai Biennale.

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,

Qiu Zhijie

邱志傑

*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, Walid Raad 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 artist and Professor of Art in the Cooper Union’s School of Art. My work has been shown and is in the collection of numerous museums in the USA and elsewhere, including the Museum of Modern Art in NYC, The Metropolitan Museum of Art in NYC, the Centre Pompidou in Paris, among others. I am also the recipient of numerous awards including the Hasselblad Award in 2011, the Alpert Award in the Arts in 2009, among others.

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 over the past ten years..

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,

Walid Raad  
Artist and Professor  
Cooper Union / School of Art  
7 East 7<sup>th</sup> Street  
New York, NY 10003

A handwritten signature in blue ink, consisting of a stylized, overlapping loop on the left and a long, sweeping 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 Filipa Ramos 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".

Filipa Ramos is a leader in the art community acting as project coordinator at Fondazione Antonio Ratti.

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.

Filipa Ramos has worked closely with e-flux.

Filipa Ramos 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,  
Filipa Ramos  
Via Palestrina 40  
20124 Milan - Italy  
laprimavera@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 Raw Material Company 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".

Raw Material Company is a leader in the art community acting as [center for art, knowledge and society that works to foster appreciation and growth of artistic and intellectual creativity in Africa. The underlying rationale of its program is a firm belief in visual arts as a potent tool for social and political transformation. The program is trans-disciplinary and is equally informed by urbanity, literature, film, architecture, politics, fashion, cuisine, and diasporas.

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 Raw Material Company can vouch for / has worked closely with e-flux.

Raw Material Company 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,  
Raw Material Company  
Koyo Kouoh, Artistic Director



RAW MATERIAL COMPANY  
b.p.22170, dakar/senegal • rawmc.org



## *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 Vivian Rehberg 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 course director of the Master in Fine Art at Piet Zwart Institute/Willem de Kooning Academie, Rotterdam, Netherlands, a prestigious international post-graduate degree program for artists, and a contributing editor of the contemporary art magazine *frieze* magazine.

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 fully vouch for and have worked closely with e-flux in every institutional post I have occupied, as well as in my work as an art critic.

On behalf of the Piet Zwart Institute, 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,

Vivian Rehberg, PhD  
Master of Fine Art, Piet Zwart Institute  
P.O. Box 1272  
3000 BG Rotterdam  
The Netherlands

v.rehberg@hr.nl  
<http://pzwart.wdka.nl/fine-art/>

A handwritten signature in black ink that reads "Vivian Rehberg". The script is fluid and cursive, with the first name "Vivian" and last name "Rehberg" clearly legible.

## *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 Aoife Rosenmeyer 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".

Aoife Rosenmeyer is a leader in the art community acting as a freelance critic, curator and translator.

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.

Aoife Rosenmeyer 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,

Aoife Rosenmeyer  
Goldauerstrasse 54  
8006 Zurich  
Switzerland

A handwritten signature in black ink, appearing to read 'Aoife Rosenmeyer', with a long horizontal flourish 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 Anri Sala 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”.

Anri Sala is a leader in the art community acting as an influential contemporary artist, whose work is part of the most important public and private collections and has been exhibited in major museums and biennials 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.

Anri Sala can vouch for and has worked closely with e-flux.

Anri Sala 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, featuring a stylized, looping 'S' shape with a small vertical stroke at the top.

Anri Sala

Kleine Hamburger Str.5  
10115 Berlin  
Germany

## Community Endorsement

Tuesday, March 6, 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 [name of entity/individual] 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".

SALT is a leader in the art community exploring critical and timely issues in visual and material culture, and cultivates innovative programs for research and experimental thinking. It has established itself as a site of learning and debate. SALT assembles archives of recent art, architecture, design, urbanism, and social and economic histories to make them available for research and public use. These resources are interpreted in exhibitions and discussed in all other areas of 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

## Community Endorsement

custodianship, the .ART gTLD will become a valuable and encyclopedic resource for anyone interested in art.

SALT has worked closely with e-flux partnering in publications and conferences.

SALT 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,



Vasif Kortun  
Director  
Research & Programs



# Serpentine Gallery

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

16<sup>th</sup> March 2012

Serpentine Gallery  
Kensington Gardens  
London W2 3XA  
T +44 (0)20 7402 6075  
F +44 (0)20 7402 4103  
[www.serpentinegallery.org](http://www.serpentinegallery.org)

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company registered in England  
under number 2150221

It is an educational charity, which  
is funded by Arts Council England  
and Westminster City Council  
Registered charity number 298809

VAT Number 466 5881 01

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Stewardship Council certified

## **Community Endorsement Attention: New gTLD Evaluation Process Letter of support for .ART**

To Whom It May Concern:

This letter is to confirm that Hans Ulrich Obrist 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".

Hans Ulrich Obrist is a leader in the art community acting as Co-Director of Exhibitions and Programmes and Director of International Projects the Serpentine Gallery in London.

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.

Hans Ulrich Obrist can vouch he has worked closely with e-flux.

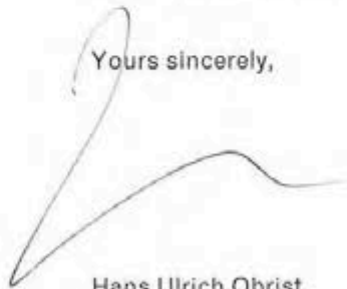
Hans Ulrich Obrist supports this application, and in doing so, understands that in the event that the application is successful, e-flux will be required to enter into a Registry Agreement with ICANN. In doing so, they will be required to pay fees to

# Serpentine Gallery

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 be 'Hans Ulrich Obrist', written in a fluid, cursive style.

Hans Ulrich Obrist  
Serpentine Gallery  
Kensington Gardens  
London  
W2 3XA  
UK

## *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, Brian Sholis, 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 in my capacity as art critic, editor, and former gallery and museum employee. I have been involved at the center of the international art scene in New York for more than a decade.

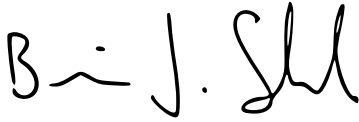
e-flux is known in the art field for its extremely high quality of content, developed through the careful selection of institutions it works with. Consequently, it has become a key node through which much of the important information about art on the Internet passes. After more than a decade of administering 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 because I have worked closely with the organization and its founders. I have written essays for its publications, participated in its seminars and other public events, visited its gallery spaces in New York, and have edited books written by others affiliated with the organization.

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 "B. J. Sholis". The signature is fluid and cursive, with a large "B" and "S".

Brian Sholis  
brian@briansholis.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 Nedko Solakov 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".

Nedko Solakov is a leader in the art community acting as an internationally active 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.

Nedko Solakov has worked closely with e-flux.

Nedko Solakov 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,

Nedko Solakov  
Mladost 1, bl. 98-V, entr. B, apt. 66  
1797 Sofia

Bulgaria

[nedko.solakov@gmail.com](mailto:nedko.solakov@gmail.com)

[www.nedkosolakov.net](http://www.nedkosolakov.net)

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 SOMA Mexico via its Course Director Eduardo Abaroa 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".

SOMA (Spanish acronym for the Department for the organization of Art and Media) is a leader in the Mexican and international art communities and a catalyst for new ideas and forms of artistic communication and interactive education.

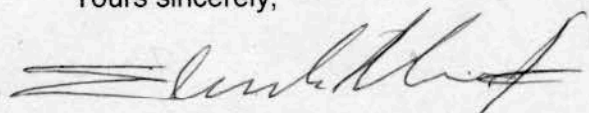
e-flux is known in the art field for its extremely high quality of content, developed through the careful selection of institutions it works with. Consequently, it has become a key node through which much of the important information about art on the Internet passes. After more than a decade of administering 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.

SOMA has worked closely with e-flux and can vouch for its honesty and capacity to realize this new task. E-flux is perhaps the organization that can do this with the highest level of credibility and innovation.

SOMA 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 'Eduardo Abaroa', with a stylized flourish at the end.

Eduardo Abaroa  
Course director at SOMA

Calle 13 #24  
Mexico D.F. 03800  
Mexico

Tel. +52 (55)77 4947



# GUGGENHEIM

## *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, Nancy Spector, Chief Curator and Deputy Director of the Solomon R. Guggenheim Museum and Foundation, 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 can attest to the important role of e-flux in the international arts community. 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, Nancy Spector, 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 'N' followed by a long horizontal stroke that tapers to a point.

Nancy Spector  
Chief Curator and Deputy 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 *springerin* magazine ([www.springerin.at/en](http://www.springerin.at/en)) 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”.

*springerin* is a leader in the art community acting as a quarterly critical journal that closely examines contemporary art practices with respect to their social and political significance.

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.

*springerin* has worked closely with e-flux.

*springerin* 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,

Christian Hoeller  
(editor of *springerin* – *Hefte fuer Gegenwartskunst*, [www.springerin.at/en](http://www.springerin.at/en))

## 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 Stephen Squibb 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".

Squibb is a leader in the art community acting as a writer, critic, producer and director of performance. His writing has recently appeared at Artforum.com, Modern Painters, n+1, and Art Agenda. His work has recently been seen at the New Museum, the Whitney Museum, the 2011 Singapore Biennial (w/Martha Rosler) the Emily Harvey Foundation, and the Renwick Gallery. As a producer of installation performance, he recently created *The Confidence Man*, (Gothamist Best of 2009) and *The Tenant*, (L Magazine Best of 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.

Stephen has worked closely with e-flux.

Stephen 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,

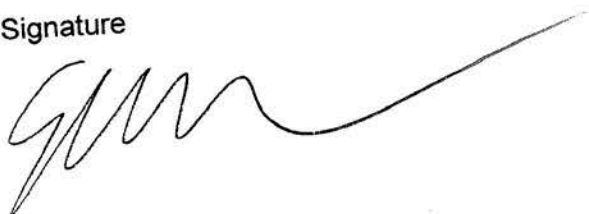
Stephen Squibb  
101 McGuinness Blvd

130b Oxford Street

Brooklyn, NY  
11222

Cambridge, MA  
02140

Signature

A handwritten signature in black ink, consisting of a series of loops and a long, sweeping tail that extends 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 Polly Staple, (Director, Chisenhale Gallery, London), 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".

Polly Staple/Chisenhale Gallery is a leader in the art community. A not-for-profit visual arts organization in the UK and one of Arts Council England's National Portfolio Organisations for over 25 years, Chisenhale Gallery has a mission to support the integrated production and presentation of new forms of artistic activity and to pursue interdisciplinary models of engagement for local, national and international audiences.

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.

Polly Staple/Chisenhale Gallery has worked closely with e-flux.

Polly Staple/Chisenhale 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,

Polly Staple  
Director, Chisenhale Gallery

Chisenhale Gallery  
Registered charity no. 1026175  
Registered company no. 02851794  
Company limited by guarantee registered in England and Wales  
Registered office 64 Chisenhale Road, London E3 5QZ, UK

  
16/3/12



# STELLA ART FOUNDATION

7 Skaryatinsky Pereulok, Moscow 121069 Russia; tel: +7 495 691 3407, fax: +7 495 691 2563  
www.safmuseum.org; www.ruspavilion.ru

## *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 Stella Art Foundation, 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".

Stella Art Foundation, Moscow, is a leader in the art community acting as a private non-profit organization supporting art and artists.

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.

Stella Art Foundation, Moscow, has worked closely with e-flux.

Stella 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,



Nikolai Molok,  
Director of Development  
Stella Art Foundation, Moscow

## *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 Sternberg Press 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".

Sternberg Press is a leader in the art community acting as publisher. Its select program is comprised of diverse material, appealing to a broad but relatively informed audience. Students, scholars, curators and art-world professionals, practicing artists, and a public interested in art, visual culture, philosophy, cultural studies, and urban theory attest to Sternberg Press's quality publications, which is regularly identified as a leader in its field. Recent titles of acclaim are numerous, often garnering high awards for both authorship and 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.

Sternberg Press has worked closely with e-flux.

Sternberg Press 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,

Sternberg Press/Caroline Schneider (Publisher)  
Karl-Marx-Allee 78  
10243 Berlin  
Germany

A handwritten signature in dark ink, appearing to read 'C. Schneider', written in a cursive style.

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 Sally Tallant 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".

Sally Tallant is a leader in the art community acting as Artistic Director / Chief Executive of Liverpool Biennial, the UK's biennial of 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.

The Liverpool Biennial has worked with e-flux.

Sally Tallant 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, consisting of a large, stylized 'S' followed by a horizontal line and a small loop at the end.

Sally Tallant

## *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 Pelin Tan 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".

Pelin Tan is a leader in the art community acting as a sociologist, art historian, researcher, and co-editor of Muhtelif Contemporary Art Magazine.

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.

Pelin Tan can vouch for / has worked closely with e-flux.

Pelin Tan 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.

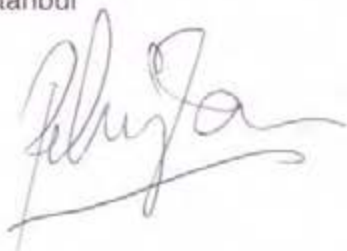
This application is being submitted as a community-based application, and as such it is understood that the Registry Agreement will reflect the community restrictions proposed in the application. In the event that we believe the registry is not complying with these restrictions, possible avenues of recourse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

Yours sincerely,

Pelin Tan  
Kapikulu Sok. 12/4



Tophane, Istanbul  
Turkey

A handwritten signature in black ink, appearing to be 'R. J. A.', written in a cursive 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 Christine Tohme 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".

Christine Tohme is a leader in the art community acting as Founder and Director of Ashkal Alwan – The Lebanese Association for Plastic Arts, a non-profit organization based in Beirut, Lebanon. Since its inception in 1994, the association has committed itself to the production, facilitation and circulation of artistic practices across a range of disciplines and media. In 2011, Ashkal Alwan launched Home Workspace, a multipurpose facility in Beirut dedicated to contemporary artistic practices, research, production and education. The first platform of its kind in the Arab world, Home Workspace presents a milestone in Ashkal Alwan's practices, as well as a strategic hub for the city of Beirut and the wider regional context. The space houses the annual Home Workspace Program, a non-academic arts program admitting approximately 15 Lebanese, Arab and international participants a 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.

Christine Tohme has worked closely with e-flux.

Christine Tohme 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,

Christine Tohme  
Ashkal Alwan – Home Workspace  
Street 90, Building 110, 1<sup>st</sup> Floor  
Jisr el Wati  
Beirut

Signature

A handwritten signature in blue ink, appearing to read 'Christine Tohme', enclosed within a horizontal oval shape.

*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 **Townhouse** 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".

**Townhouse** is a leader in the art community acting as a contemporary art and cultural outreach space founded in 1998 in Cairo, Egypt. **Townhouse** runs a residency program, two exhibition spaces, as well as a performance space. **Townhouse** actively promotes Egyptian artists in the region and internationally, and acts as a program partner for many leading international art spaces.

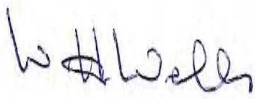
e-flux is known in the art field for its extremely high quality of content, developed through the careful selection of institutions it works with. Consequently, it has become a key node through which much of the important information about art on the Internet passes. After more than a decade of administering 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.

**Townhouse** can vouch for e-flux.

**Townhouse** 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,



William Wells  
Director

**Townhouse**  
10 Nabrawy St.  
off Champollion St.  
Downtown, Cairo  
Egypt

## *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 Mr. Antek Walczak 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".

Mr. Walczak is a leader in the art community acting as an artist 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.

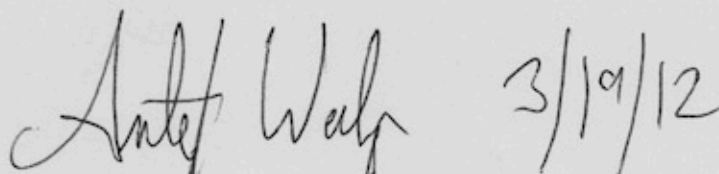
Mr. Walczak has worked closely with e-flux.

Mr. Walczak 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,

Antek Walczak  
319 West 21<sup>st</sup> ST #4B  
New York, NY 10011

Handwritten signature of Antek Walczak and the date 3/19/12.



## *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 LAWRENCE WEINER 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 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.

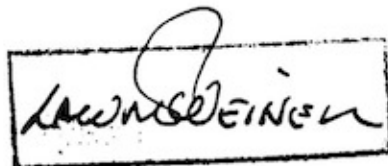
As an artist I have worked closely with and can vouch for e-flux.

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,

LAWRENCE WEINER  
297 WEST FOURTH STREET  
NEW YORK, NY 10014 U.S.A.





## 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 What, How and for Whom/ WHW 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".

What, How & for Whom/WHW is a curatorial collective formed in 1999 and based in Zagreb and Berlin. WHW organizes a range of production, exhibition and publishing projects and directs Gallery Nova in Zagreb.

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.

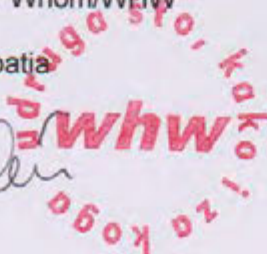
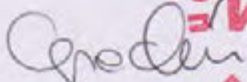
What, How and for Whom/WHW has continuously worked with e-flux and highly appreciates its wide range of projects through the years.

What, How and for Whom/WHW 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,

What, How and for Whom/WHW  
Slavonska 5  
10 000 Zagreb Croatia



## *Community Endorsement*

ICANN  
Suite 330, 4676 Admiralty Way  
Marina del Rey, CA 9029

Attention: New gTLD Evaluation Process

**Subject: Letter of support for .ART**

To Whom It May Concern:

This letter is to confirm that Professor Sarah Wilson 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".

Professor Wilson is a leader in the art community acting as Professor of Modern and Contemporary Art at the Courtauld Institute of Art, as exhibition curator and as art historian and writer. Her former students are art directors of major art museums in Europe and the United States of America,

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.

Professor Sarah Wilson has hosted e-flux director Anton Vidokle at the Courtauld Institute of Art, University of London and has published in e-flux magazine.

Professor Wilson 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,



[ Professor Wilson, Courtauld Institute of Art, London WC2R 0RN ]

*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 Wyspa Institute of 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".

Wyspa Institute of Art is a leader in the art community acting as an innovative artistic organization combining the presentation of contemporary art with reflections on the shape of social culture, an intellectual environment for contemporary visual culture in the former Gdańsk Shipyard.

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 Wyspa Institute of Art has worked closely with e-flux.

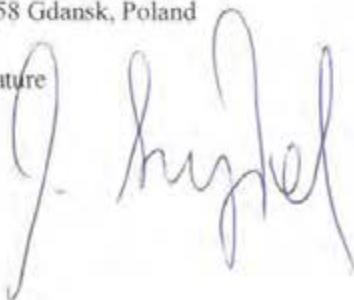
Wyspa Institute of Art supports this application, and in doing so, understands that in the event that the application is successful, e-flux will be required to enter into a Registry Agreement with ICANN. In doing so, they will be required to pay fees to ICANN and comply with consensus policies developed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

Aneta Janikowska-Szylak, Director of Wyspa Institute of Art  
Doki 1 / 145B  
80-958 Gdansk, Poland

Signature

A handwritten signature in blue ink, appearing to read 'A. Janikowska-Szylak', written over a horizontal line.

## *Community Endorsement*

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

Attention: New gTLD Evaluation Process

**Subject: Letter of support for .ART**

Beirut, March 17, 2012

To Whom It May Concern:

This letter is to confirm that AKRAM ZAATARI 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".

AKRAM ZAATARI, an artist and co-founder of the Arab Image Foundation, a not-for-profit based in Beirut since 1997, and dedicated to collecting and studying vernacular photography and supporting art practices that are based on such studies. AIF is a leader in the art community acting in Lebanon and the Middle East.

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 Arab Image Foundation and myself have both 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,

Akram Zaatari : POBox 13-6676 chouran – Beirut 1102 2140 Lebanon

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 Octavio Zaya 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".

Octavio Zaya is a leader in the art community acting as Director of *Atlántica, Journal of Art and Thought*, a bilingual publication from Centro Atlantico de Arte Moderno, (Las Palmas, Spain), and Curator at Large of two important museums in Spain, MUSAC (Museo de Arte Contemporáneo de Castilla y León, in León, Spain, from 2005 to the present), and CAAM (Centro Atlantico de Arte Moderno, in Las Palmas, Spain, from 2010 to the present). Octavio Zaya was also one of the Curators of Documenta 11 (2002, Kassel Germany), the most prestigious and internationally recognized art event; participated as Curator in both the first and second Johannesburg Biennials (South Africa, 1995 and 1997), and in many other important exhibitions and prestigious institutions, including the Guggenheim Museum, New York (1996) and Centro de Arte reina Sofia, Madrid (2000). He is part of the Advisory Board of Performa, New York, a biennial of performing arts, and of the new Luminale, Detroit, an upcoming biennial of art videos and films.

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.

Octavio Zaya can vouch for and has worked closely with e-flux.

Octavio Zaya 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,

Octavio Zaya  
243 West 135<sup>th</sup> Street, Apt. 5A  
New York, NY 10030  
USA

Signature