

## *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 Jay Gorney 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".

Jay Gorney is a leader in the art community acting as the director of contemporary art at Mitchell-Innes & Nash Gallery.

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.

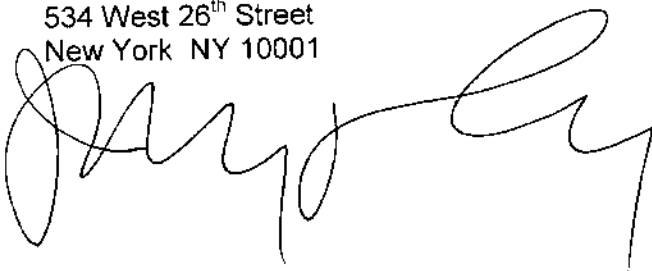
Jay Gorney can vouch for e-flux.

Jay Gorney 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,

Jay Gorney, Director  
Mitchell-Innes & Nash  
534 West 26<sup>th</sup> Street  
New York NY 10001



# Swiss Institute

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

Swiss Institute – Contemporary Art is a leader in the art community. Founded on May 7th, 1986, Swiss Institute (SI) was officially registered with the State and City of New York as an independent, not-for-profit organization on September 12th, 1986. It is an innovative venue for art with an international reputation that provides a significant forum for cultural dialogue between Switzerland, Europe, and the United States.

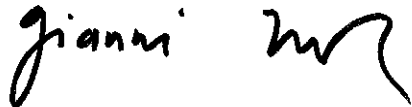
e-flux is known in the art field for its extremely high quality of content, developed through the careful selection of institutions it works with. Consequently, it has become a key node through which much of the important information about art on the Internet passes. After more than a decade of administering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

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

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

Yours sincerely,

A handwritten signature in black ink, reading "gianni" followed by a stylized, cursive flourish.

Gianni Jetzer, Director  
Swiss Institute – Contemporary Art  
18 Wooster St  
New York NY 10013

## *Community Endorsement*

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

Attention: New gTLD Evaluation Process

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

To Whom It May Concern:

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

The New Art Dealers Alliance is a leader in the art community acting as a not-for-profit corporation which acts as a collective of contemporary art professionals from throughout the world. Through community cooperation and interaction, NADA makes the art world more accessible to the general public. Among other things NADA, creates presentation opportunities for new, emerging and undiscovered artists, and fosters and stimulates business growth amongst galleries representing such artists.

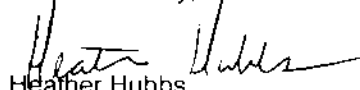
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The New Art Dealers Alliance can vouch for and has worked closely with e-flux.

The New Art Dealers Alliance 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,



Heather Hubbs  
Director, New Art Dealers Alliance  
55-59 Chrystie Street  
New York, NY 10002

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

**Johann König**  
Dessauer Straße 6–7  
10963 Berlin  
Fon + 49/30/26 10 30 80  
Fax + 49/30/26 10 30 811  
info@johannkoenig.de

## *Community Endorsement*

Attention: New gTLD Evaluation Process

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

To Whom It May Concern:

This letter is to confirm that I, Johann König, 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 internationally as gallerist.

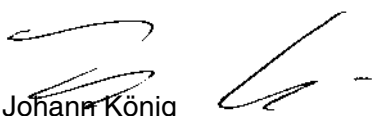
e-flux is known in the art field for its extremely high quality of content, developed through the careful selection of institutions it works with. Consequently, it has become a key node through which much of the important information about art on the Internet passes. After more than a decade of administering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

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

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

Yours sincerely,

  
Johann König

## *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 Greene Naftali Gallery fully supports the application for the .ART Top Level Domain submitted to the Internet Corporation for Assigned Names and Numbers ("ICANN") by e-flux in the "New gTLD Program".

Greene Naftali Gallery is a leader in the art community as a pioneering gallery in Chelsea since 1995. Committed to exhibiting contemporary American and European artists specializing in works with a strong conceptual foundation, Greene Naftali is also known for its ambitious group shows and creation of a vibrant context for exhibitions with music events, performance art, film screenings and critical discussion surrounding contemporary practice. Gallery artists are exhibited widely and in the collections of prominent institutions including The Metropolitan Museum of Art, New York; Museum of Modern Art, New York; The Whitney Museum of American Art, New York; Stedelijk Museum, Amsterdam; Centre Pompidou, Paris; Ludwig Museum, Koln.

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.

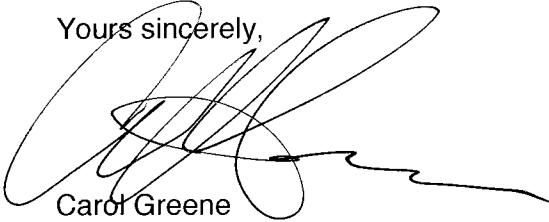
Greene Naftali Gallery can vouch for e-flux.

Greene Naftali 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,

A handwritten signature in black ink, appearing to be 'Carol Greene', with a large, stylized initial 'C' and a long, sweeping horizontal stroke extending to the right.

Carol Greene  
Greene Naftali Gallery  
508 W. 26<sup>th</sup> Street  
New York, NY 10001

## 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 *Galerie Perrotin* 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".

*Galerie Perrotin* is a leader in the art community acting as a leading Contemporary Art Gallery -

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 *Galerie Perrotin* has worked closely with e-flux.

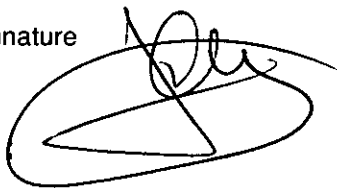
*Galerie Perrotin* supports this application, and in doing so, understands that in the event that the application is successful, e-flux will be required to enter into a Registry Agreement with ICANN. In doing so, they will be required to pay fees to ICANN and comply with consensus policies developed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

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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 FLORENCE BONNEFOUS 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".

AIR DE PARIS is a leader in the art community acting as contemporary art gallery.

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.

AIR DE PARIS can vouch for e-flux.

AIR DE PARIS 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,

Florence BONNEFOUS  
AIR DE PARIS  
32 rue Louise Weiss  
F - 75013 PARIS

A handwritten signature in black ink, appearing to be 'FB' followed by a long, sweeping horizontal stroke.