



## For Immediate Release

TUESDAY NOVEMBER 13, 2007 - The Aboriginal Art Directory website [www.aboriginalartdirectory.com](http://www.aboriginalartdirectory.com) officially launches with over 7,000 artists and 600 vendors and 1000 members, across 12 countries. The official launch, after 6 months of public trial, will see the creation of a global resource connecting the Aboriginal art community and addressing the current online issues for the Aboriginal art industry.

The Aboriginal Art Directory's goal is to increase the ease of buying and selling Aboriginal art through the provision of a complete market. The directory allows buyers to shop around to find the best deal, rather than relying on limited advice from vendors.

The website details easy-to-use listings on Aboriginal art, allowing buyers and sellers to search by artists, vendor, medium, art region and vendor location. This complete directory creates a simple research tool, connecting the community through the supply of key information, addressing the current online challenges for smaller vendors and government funded vendors.

The value of The Aboriginal Art Directory website has been recognized by industry bodies including The Australian Trade Commission (Austrade). Austrade's Business Development Manager for Creative Arts (Los Angeles), Joel Newman comments: "The Aboriginal Art Directory is a great website for international art buyers. It is comprehensive and simple, providing an excellent tool for buyers when doing their pre-purchase research. This website is a valuable resource for serious Aboriginal art buyers".

Kathryn Riley, Chief Executive Officer of Metis Internet Partners says: "We are very excited about the launch of The Aboriginal Art Directory. We believe the directory will not only increase exposure for Aboriginal art, but it will become the critical online tool for the industry, increasing the ease and quality of buyer research".

Kathryn adds: "The Aboriginal Art Directory will also assist small vendors and art centres in the online market, as many do not have the resources to implement their own online store and internet strategy. The Aboriginal Art Directory will ensure that buyers will be able to find artists and artwork no matter who the vendor is" Kathryn added.

The Aboriginal Art Directory will create a marketing and sales channel that will assist art centres and galleries in the sale of their artworks. This will create an even distribution of revenue for the art centres and galleries.

The traffic to the site [www.aboriginalartdirectory](http://www.aboriginalartdirectory) for October was 4,499 visitors, 3,824 unique visitors and 18,725 page views.

## **Background**

The Aboriginal Art Directory is a Metis Internet Partners Website. After working with over 40 remote Aboriginal art centres in Central Australia for a year, Metis Internet Partners realised that the market for Aboriginal art centres was limited. Although many art centres have an online presence, and the internet is a good tool for this remote industry, there are many factors limiting the success, including: the nature of the Aboriginal names, the markets unfamiliarity with art centres, the transient nature of the artists, and the relationship between artists and art centres. The Aboriginal Art Directory provides the critical link between these artists, art centres, vendors and the buyers of Aboriginal art.

Metis identified the opportunity to improve the quality and visibility of Aboriginal art information online. Speaking to artists, galleries art coordinators and others industry players, and utilizing the group's internet knowledge, Metis developed the Aboriginal Art Directory, providing a solution for sales, international access, management of artists and artworks.

## **About Metis Internet Partners**

Metis Internet Partners is a boutique consulting firm and creative hub specialising in online strategy, communication and culture. We are respected for our unique approach to online service delivery and strategic work with our clients.

Metis Internet Partners utilizes the internet as a resource that allows businesses and web users to communicate more effectively and in new ways.

Established in 1999, Metis Internet Partners began with the goal of expanding and sharing knowledge through new and innovative online services. Our ideas stem from our passions and our clients share our vision and inspire our creativity. We focus on specific online industries. These industries are:

- Art & Aboriginal art
- Finance & ethical investments
- Food & beverage
- Medicine & medical careers
- Mining & mining services
- Online Publishing

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