

CONTACT INFORMATION:

Art Gate VR

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ART GATE
UNLOCK THE ARTWORLD

FOR IMMEDIATE RELEASE

Art Fair in Virtual Reality: Art Gate International 2020

Exhibition Dates: April 16th to April 19th, 2020

Opening Reception: Thursday, April 16th, 2020, 3pm– 5pm EST

RSVP: admin@artgatevr.com

Location: In virtual reality, Art Gate VR

Website: www.artgatevr.com

Gallery Hours: 24/7, exhibition tours by appointment.

Interview: To set up an interview with Art Gate VR please contact Brendon McNaughton (in English), admin@artgatevr.com or call (905) 806-7245. To set up an interview with Candice Houtekier (in French), please email at houtekier@artgatevr.com or call 581-999-3349.



Art Gate is pleased to announce their inaugural global art fair in virtual reality, *Art Gate International 2020*. Post-War and Contemporary artworks from North America, Europe, Africa, and Asia are opening for public view in virtual reality on April 16th, 2020. This global art fair includes galleries from around the world who are featuring a range of blue chip artists such as Andy Warhol, Frank Stella, Cindy Sherman, Jozef Peeters, and more. Contemporary artists including Erin Loree and Obdulio Piloto can also be discovered and collected at *Art Gate International 2020*.

This art fair in VR is a way to keep people connected, inspired, and social. Galleries and collectors can comfortably stay home yet still access the art world and one another through their VR headset. *Art Gate International 2020* extends an invitation to participate in a historic global art fair in virtual reality.

Galleries and art collectors are invited to register to exhibit or to RSVP to *Art Gate International 2020* here: www.artgatevr.com/agi-2020

When is Art Gate International?

Opening Night: April 16, 3-5pm EST.

Duration: April 16 – April 19, 2020

What is Art Gate?

Art Gate is an art market for Post-War and Contemporary Art in virtual reality. Real artwork and real people from around the globe connect and collect art in the VR platform. 100 people can simultaneously visit a gallery, exhibition tour, or artist talk. Art Gate makes it easy to buy and sell artworks in VR. Put on your headset and connect with the innovators of the art world in Art Gate VR.

- Join social art events with up to 100 people
- Buy and sell artwork
- Connect with international artists, collectors, and galleries

How do I attend Art Gate International?

To access *Art Gate International 2020* you will need an Oculus Go or Quest VR headset. You will also need to download the Art Gate VR app onto your headset.

Download Art Gate VR for free here: www.artgatevr.com/download

When you open the Art Gate app on your headset you'll be in the *Art Gate International 2020* art fair in VR. The busiest times are during events and scheduled programming. Events and programming will be emailed to exhibitors who [Register](#) and collectors who [RSVP](#). Register and RSVP here: www.artgatevr.com/agi-2020

Where Is Art Gate International?

Art Gate International 2020 takes place exclusively in virtual reality (VR) or The Metaverse.

The Metaverse Definition:

A virtual-reality space in which users can interact with a computer-generated environment and other users.

The fair is accessed through an Oculus Go or Quest VR headset. You can physically be anywhere in the world to participate. When you place your VR headset on and open Art Gate you will be immersed in the *Art Gate International 2020* art fair in VR.

Why virtual reality?

An art market in VR has introduced new ways for galleries, dealers, and collectors to discover, buy, and sell art: through a VR headset. Regardless of location, art galleries and dealers can share inventory with buyers around the world. Collectors have a new way to visit galleries or travel to fairs to find unique pieces for their collection.

What is a collector's initial motivation for buying art in virtual reality?

For some collectors, purchasing art online is routine. In VR scale and socialization matters. VR offers a sense of scale, unlike any other medium. In Art Gate VR, that feeling of immersion and social connection is much more profound because the sensory input that the

user experiences is that of true scale. VR saves collectors and galleries time and money typically required to attend traditional international art events.

How do collectors discover art they want to buy in virtual reality?

Just as with brick and mortar physical galleries, collectors may discover works at art fairs or in a gallery. Collectors can walk through a gallery in VR to experience and discover the artworks. A vCatalogue (virtualCatalogue) is available in each room for more information and pricing.

How do collectors make the decision to purchase after they've discovered the work?

Aside from available capital, the biggest factors when it comes to deciding to purchase a work is the information and the trust aspect. Complete and accurate metadata and education about the works are provided. Through the vCatalogue a collector can inquire about a work directly with the art dealer. They can ask questions about a piece and the gallery's purchasing process such as questions about accepted payment types and shipping.

How do collectors pay for works they purchase online?

Collectors sync their billing information with their profile. To purchase an artwork simply accept the offer the gallery has sent and everything will automatically be processed. Credit card processing is done through Stripe's secure network, a trusted leader in payment processing, to receive payments online. Payment is held by Art Gate until the artwork is delivered to the collector. This system ensures that the galleries have 100% confidence that they will be paid in full if they ship an artwork. The collector also has 100% confidence that the artwork will be delivered.

Into to Art Gate VR video: <https://youtu.be/VsKZwKxZG6A>



Link to Assets

Images, Captions, Logos:

https://drive.google.com/open?id=1u_KZ0oF_YNpvs1xppXCfUD4uKBUqCxm

Web

Register and RSVP here: www.artgatevr.com/agi-2020

Social

Instagram: [@Artgatevr](https://www.instagram.com/Artgatevr)

Facebook: [facebook.com/artgatevr](https://www.facebook.com/artgatevr)

Twitter: [@artgatevr](https://twitter.com/artgatevr)

Youtube: [Art Gate VR](https://www.youtube.com/channel/UC...)

Hashtags List

#virtualreality #VR #artfair #artgateVR #VRartfair #metaverse #VRexhibition #AGI2020
#ArtGateInternational2020