



Rich Barton and Bob Pittman Join Artsy's Board

February 1, 2017 — New York, NY — [Artsy](#) is pleased to announce that Rich Barton and Bob Pittman have joined Artsy's board of directors and are investing in the company. Barton is the founder of three of the world's most successful marketplaces: real estate marketplace Zillow (executive chairman), travel marketplace Expedia (chairman), and job search engine Glassdoor (chairman). Pittman is a media veteran who is chairman and CEO of iHeartMedia, and a veteran of companies including MTV (CEO and co-founder), Century 21 (CEO and founder), and AOL (president and COO).

"With Bob and Rich, we gain two of the world's leading experts in marketplaces and content, respectively," said Artsy's founder & CEO Carter Cleveland. "As Artsy builds the world's most comprehensive art marketplace, I couldn't be more excited for us to be joined by Rich, the only person in the world who has founded three billion-dollar marketplaces. And with his experience running some of the most iconic brands of our generation, such as MTV, AOL, and iHeartMedia, Bob is the perfect person to help us scale Artsy's content business—the fastest-growing online art publication, which tripled its reach in 2016."

"It's hard to believe that it's 2017 and a truly global, digital marketplace has yet to be created in the art market - one of the last great consumer verticals that has not gone digital," said Barton. "By building great products and lowering barriers to entry, Artsy is enabling the new digital art marketplace, and is in a prime position to capture a very large opportunity for art buyers and sellers."

"As a fanatical observer of consumer behavior, it's predictable that I would be a huge fan of Artsy's mission, but it is the culture that really sold me," said Pittman. "Artsy has the unique blend of urgency, innovation, and passion of a business on its way to an unimaginable success – I've seen it before and I definitely see it here."

Artsy, the leading destination for learning about and collecting art, has grown substantially over the last year, to now comprise more than 500,000 images from more than 50,000 artists. In addition: the number of subscriber galleries on the platform roughly doubled; traffic to Artsy's editorial pages grew by more than 3x; and the number of auctions hosted on Artsy expanded to 41 sales, a cadence the company expects to quadruple in 2017.

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Powered by The Art Genome Project, a personalization system that maps the connections between artists and artworks, visitors to Artsy can browse art from the [world's leading museums](#), [collect artworks](#) from thousands of top galleries, explore international [art fairs](#) before they open to the public, and bid in auctions from leading [auction houses](#).

ABOUT ARTSY

Artsy is the leading destination for exploring and collecting art from the world's top galleries, museums, art fairs, and auction houses. Artsy partners directly with the most influential players in the art world, providing collectors and enthusiasts a central resource to learn about and purchase artwork from anywhere in the world. Powered by The Art Genome Project, a personalization system that maps the connections between artists and artworks, visitors to Artsy can browse art from the [world's leading museums](#), [collect artworks](#) from thousands of top [galleries](#), explore international [art fairs](#) before they open to the public, bid in auctions from leading [auction houses](#), and read about the art world in the world's most-read [arts publication](#). Our mission is to make all the world's art accessible to anyone with an internet connection.

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