

Artsy Appoints Marina Garcia-Vasquez as Editor-in-Chief of Artsy Editorial

Marina Garcia-Vasquez Joins Artsy from Vice Media and WSJ

New York, NY, April 29, 2019 — **Artsy**, the world’s largest and leading online platform for collecting art, is pleased to announce the appointment of **Marina Garcia-Vasquez** as Editor-in-Chief of Artsy Editorial, the most-read online art publication. Marina Garcia-Vasquez brings to Artsy her 15-plus years of experience in journalism, spanning digital media and print—most recently holding positions at Vice Media and the Wall Street Journal—as well as her deep passion for art and culture. Marina Garcia-Vasquez will report to Artsy’s VP of Editorial and Creative, Marina Cashdan.

In the newly created position of Editor-in-Chief, Marina Garcia-Vasquez will be responsible for directing the vision and day-to-day execution of Artsy’s editorial content, in collaboration with the company’s experienced team of art and culture editors and writers, as well as production and visuals experts. Marina Garcia-Vasquez will also work closely with Artsy’s VP of Editorial and Creative, Marina Cashdan and the Editorial team’s Director of Growth and Operations, Matt Domino, to further engage existing and new audiences by identifying innovative opportunities, driving even more dynamic and diverse programming, and conceptualizing stories that push the boundaries of coverage around art.

Discussing Marina Garcia-Vasquez’s appointment, Artsy’s VP of Editorial and Creative, Marina Cashdan commented: *“Artsy Editorial has fast-become the go-to source of qualitative, unbiased journalism around art, artists, creativity, and visual culture. We’re extremely excited to onboard someone with Marina’s depth of experience—particularly at Vice Media where she held senior roles—to further develop our voice and bring Artsy’s world-class content to an even larger and more diverse audience of art lovers and collectors.”*

She continued, *“Marina’s digital experience, her expertise in driving audience engagement, as well as her data-focused approach to planning content, alongside her art-world knowledge and inspiring passion for art—in particular her commitment to exploring underrepresented artists and art-historical topics, which Artsy champions—deeply align with the emphasis we place on the confluence of art and technology, and our broader mission to support more artists and art in the world. These qualities, in addition to her leadership skills, editing acumen, and story packaging abilities, will be invaluable to us in further growing the depth and breadth of our editorial content.”*

Marina Garcia-Vasquez joins Artsy after more than four years at Vice Media, where she served as Editor-in-Chief of The Creators Project—championing and pioneering the creation of arts and culture content for

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a generalist audience—and as Executive Managing Editor at Vice.com, as well as Director of Community at Vice Media. Prior to her tenure at Vice Media, she has also held positions at the Wall Street Journal’s The Accelerators Blog, Planet Magazine, Latino.com, and Business 2.0. Marina holds a masters degree in journalism from Columbia University, specializing in Arts & Culture.

On the appointment to her new role, Marina Garcia-Vasquez commented: *“Writing has always led me to art and I have a deep veneration for artists’ practice. To lead and support the immeasurably talented editorial team at Artsy, and play a part in growing and tailoring the scope of the editorial content, represented an immensely exciting opportunity for me at the intersection of my experience and passions. With fresh eyes and a background in digital media I also look forward to working hand in hand with Marina Cashdan and Matt Domino to help innovate and develop ways to inspire even more people to read our editorial through new, thoughtful and intentional approaches to audience engagement.”*

ABOUT ARTSY

Artsy is the global platform for collecting and discovering art. Artsy partners with international galleries, auction houses, art fairs, and museums to create the world’s largest art marketplace. Artsy expands the entire art market by using best-in-class technology to effectively connect supply and demand at a global scale. With 3,000+ partners across 90+ countries and the most-read art publication online, Artsy empowers a global audience to learn about, discover, and collect art. Launched in 2012, Artsy is headquartered in New York City with offices in London, Berlin, Hong Kong, and Los Angeles.

ABOUT ARTSY EDITORIAL

[Artsy Editorial](#) creates quality journalism that cultivates a passion for art, inspires audiences to harness their own creativity, and empowers them with information. With more than 1.3 million readers visiting its editorial pages each month and twice the reader engagement than other competitive lifestyle publications, Artsy Editorial is the most-read online art publication. In June 2018, Artsy introduced a news feature to provide readers with real-time updates from across the art world. Coverage areas include breaking art world news, art market analysis, exclusive artist interviews, key developments in visual culture, and advice for experienced and aspiring creatives. Artsy Editorial operates independently from Artsy’s marketplace business.

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