



Press Release

Paris, November 21st, 2017

Key information: Art-Trope and its first accomplishments

Following up its opening on September 1st 2017, the New Generation of Artists Agency Art-Trope records encouraging concrete results as shown by the Key Performance Indicators listed below (from September 1st to November 5th, 2017):

- > **15 000 unique visitors** on our website with:
 - **88% of new visitors** and **11% of recurrent visitors** on the French website
 - **68% of new visitors** and **31% of recurrent visitors** on the English website
- > **34 000 worldwide contacts** with > **4 000 openings** our 2 first e-Newsletters
- > **17 000 views** in 3 weeks on our presentation video
- > **100 registration requests** with 15 selected Artists + 15 in process of registration
- An influenceur on the rise with:
 - **Facebook = 1 927 Fans** (+69%) and **17 450 people reached** thanks to our publications (+1 134 %)
 - **Instagram = 184 Followers** (+205%)
 - **Twitter = 219 followers** (+18%)

In order to present its first accomplishments and its team, Art-Trope joins the Purgatoire-54 Paradis to organize a private presentation event as part of Aymard le Forestier de Quillien's exhibition, an Art-Trope Artist, entitled "Words in Colors". The exhibition puts together several artworks extracted from a wide range of artistic phases including the most recent pieces. On this occasion the Purgatoire-54 Paradis, a hybrid space dedicated to Art and Haute-Cuisine, will also propose culinary creations.

Practical Information

November 29th, 2017 at 7:30 pm

At the Purgatoire-54 Paradis
54 rue de Paradis, 75010 Paris

Mandatory RSVP before November 27th, 2017 at: event@art-trope.fr

About Art-Trope

Art-Trope is the New Generation of Artists Agency that offers worldwide Artists the opportunity to be professionally represented in the main Art capital cities, starting with Paris, New York and London. Art-Trope enables worldwide Artists to access quality services dedicated to their needs while optimizing and accelerating their artistic career on the long-term.

Contacts

Press

Julien Lafaye
press@art-trope.com
+33 7 81 66 90 84

Art-Trope Company

17 rue Dumont d'Urville – 75116 Paris
contact@art-trope.com
+33 1 73 79 58 43