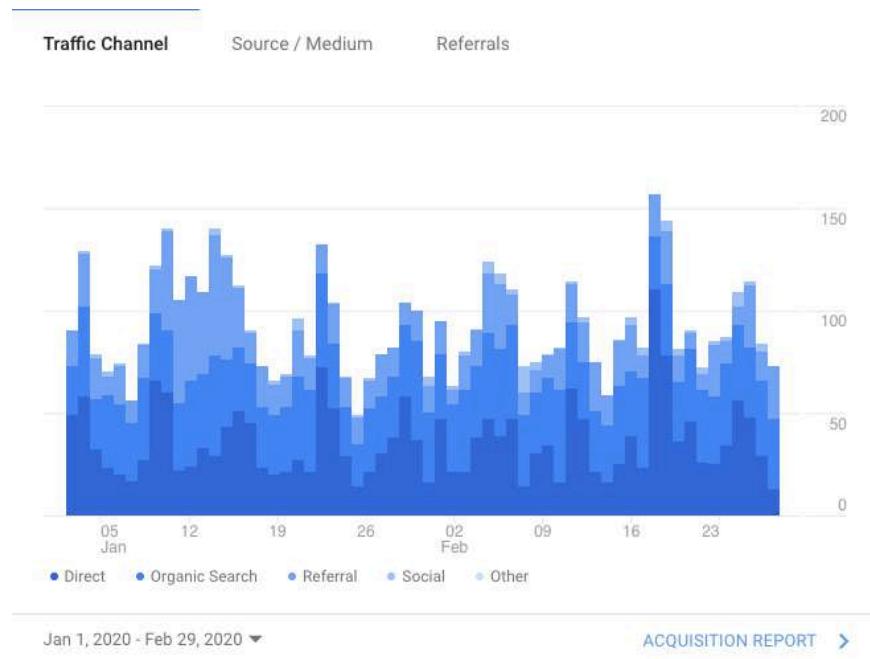
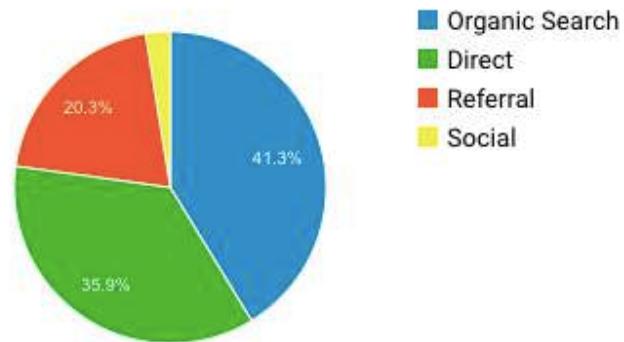


Website Analytics - Traffic Channels

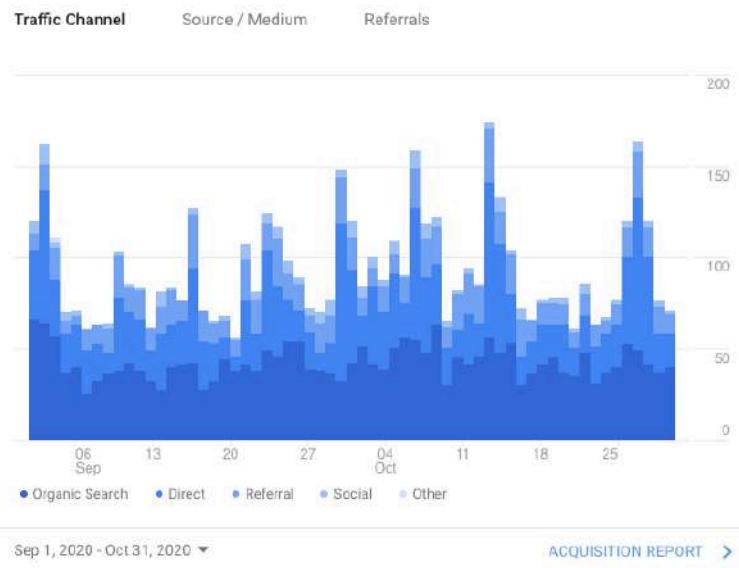
Jan-Feb



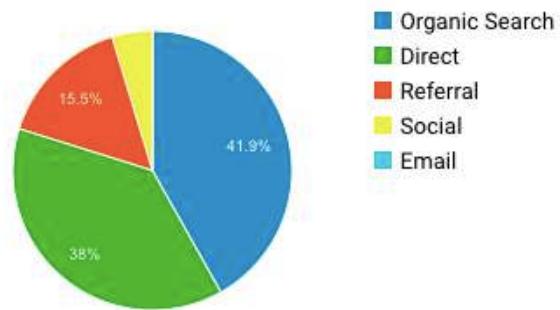
Top Channels



Sept-Oct



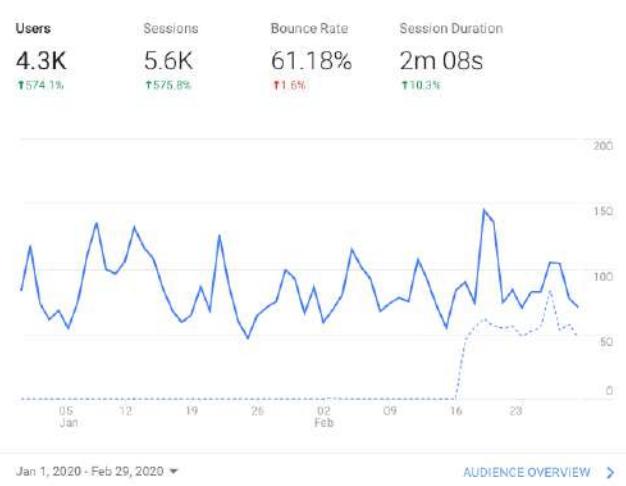
Top Channels



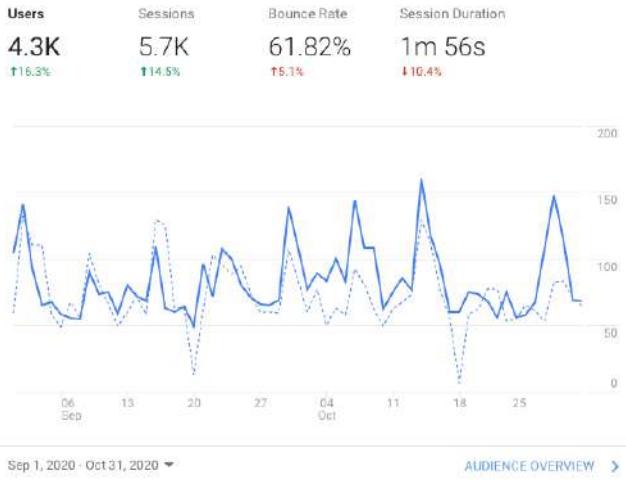
Conclusion: We are seeing higher rates of traffic in the fall versus the beginning of the year from all sources. Social media shows an increase in traffic to the site this fall, there is also less of a disparity between direct and organic searches. Our direct numbers stayed lingering roughly the same area throughout, but our organic searches have gone up in the fall to get closer to matching those direct numbers. Our top referral websites are Eckert & Ross and one of their artist's website's who links to their FADA page.

Website Analytics - Users and Sessions

Jan-Feb



Sept-Oct



Conclusion: Number of users have stayed the same, however there has been an increase by around 1,000 in terms of sessions, meaning we are retaining users more in the fall, they are consistently coming back to the site several times within this time period whereas in Jan they would only visit once in that time period. However, the average session duration is down by a minute. So they are visiting more, but staying less time. This may be due to an increase in art-related browsing due to the fall art season, but there's also a lot of options/competition so they may be switching around art selling platforms more.

Instagram and Facebook - Followers & Activity

INSTAGRAM FOLLOWERS 11/17/20: 9,312

FACEBOOK FOLLOWERS 11/17/20: 9,455

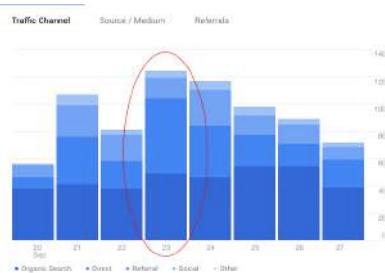
	January-February 2020	September-October 2020
Instagram Follower Growth	282 (before Jumper Media)	1,114
Most Instagram Likes Achieved on a Single Post	95 likes	228 likes
Most Facebook Likes Achieved on a Single Post	4 likes	4 likes
Most Comments Achieved on a Single Post	2 comments	3 comments
Highest Number of Facebook Post Shares		1
Highest Single Facebook Post Reach		280

Website Traffic in Relation to High Activity Instagram Post Dates - 2 Examples

SEPT/OCT - Post Date: 09/23

Number of Likes: 229 likes, 3 comments

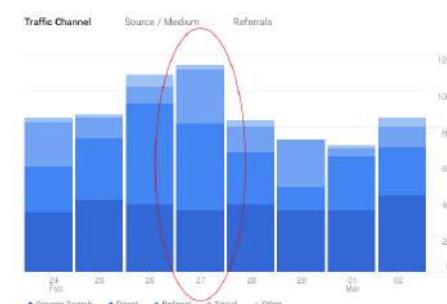
- Post date has highest amount of website traffic in a 7 day period, chunk attributed to social media grew on post date compared to day before, as well as grew even larger for two days following post.



JAN/FEB - Post Date: 02/27

Number of Likes: 92 likes, 2 comments

- Post date has highest amount of website traffic in a 7 day period, chunk attributed to social media grew larger the next day following post



Email Database Blasts

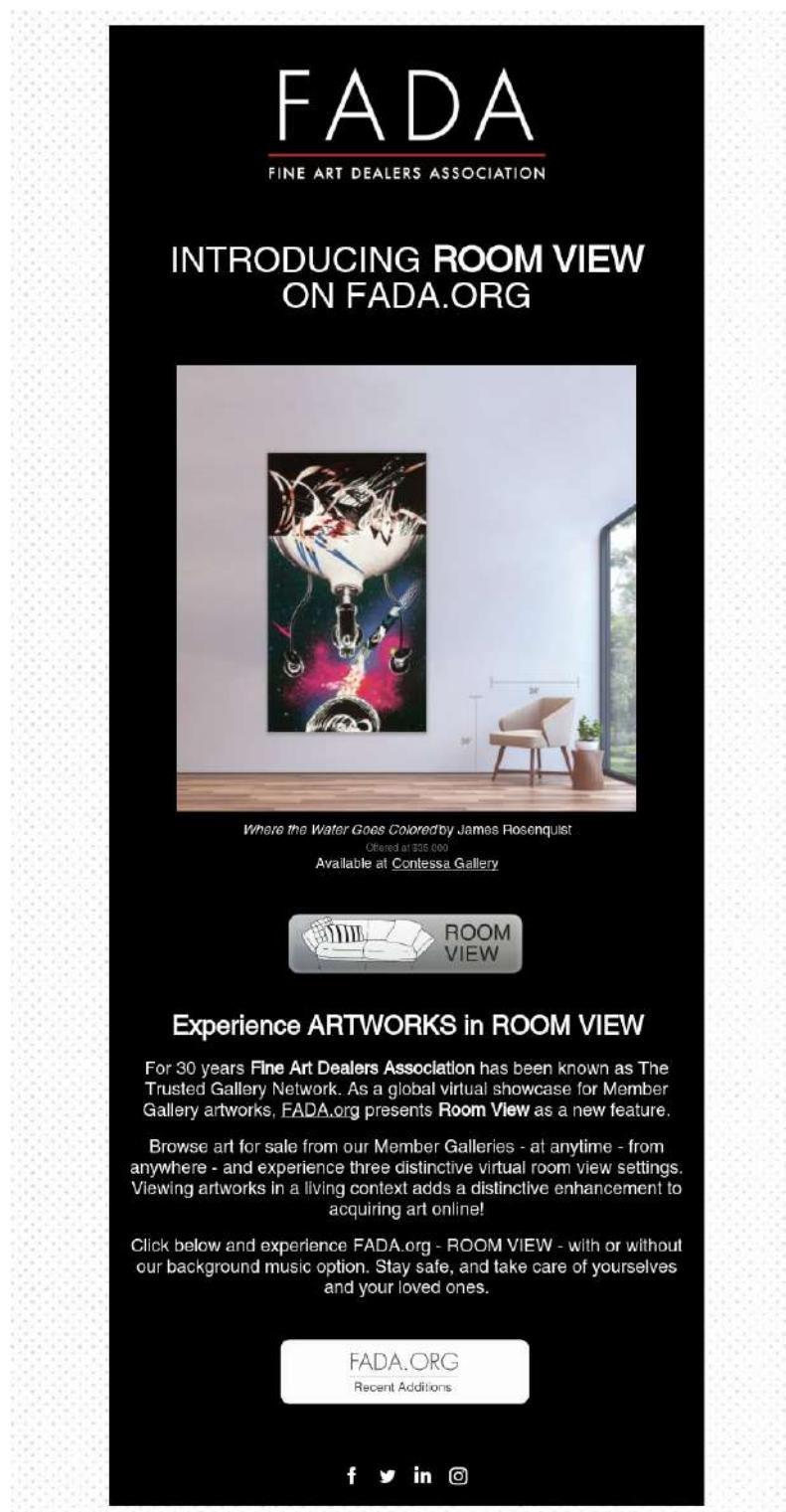
Number of Emails in Database: 2,487

Database Blast- Room View Launch

Date: 06/24/2020

of Opens: 148

of Clicks: 14



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INTRODUCING ROOM VIEW
ON FADA.ORG



Where the Water Goes Colored by James Rosenquist
Offered at \$25,000
Available at [Contessa Gallery](#)

**ROOM
VIEW**

Experience ARTWORKS in ROOM VIEW

For 30 years **Fine Art Dealers Association** has been known as The Trusted Gallery Network. As a global virtual showcase for Member Gallery artworks, **FADA.org** presents **Room View** as a new feature.

Browse art for sale from our Member Galleries - at anytime - from anywhere - and experience three distinctive virtual room view settings. Viewing artworks in a living context adds a distinctive enhancement to acquiring art online!

Click below and experience **FADA.org - ROOM VIEW** - with or without our background music option. Stay safe, and take care of yourselves and your loved ones.

FADA.ORG
Recent Additions

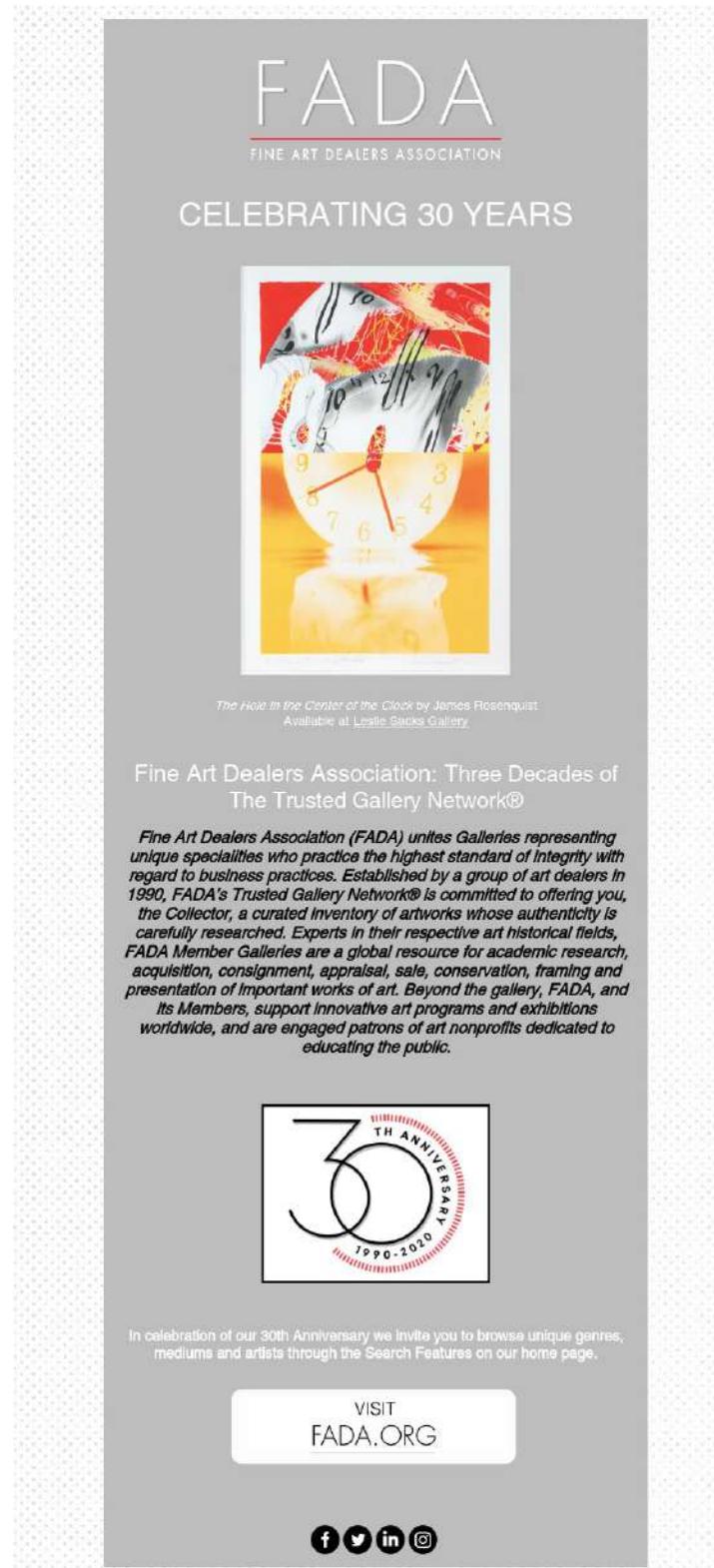
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Database Blast- 30th Anniversary Blast

Date: 07/03/2020

of Opens: 100

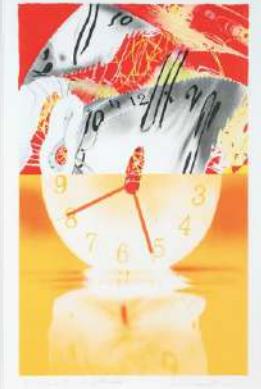
of Clicks: 11



The image shows an email template for FADA's 30th anniversary. The header features the FADA logo and the text 'CELEBRATING 30 YEARS'. Below the logo is a painting by James Rosenquist titled 'The Hole in the Center of the Clock'. The text 'Fine Art Dealers Association: Three Decades of The Trusted Gallery Network®' is followed by a detailed description of FADA's mission and history. A large '30' logo is centered at the bottom, and a call-to-action button invites users to visit FADA.org. Social media icons are at the very bottom.

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CELEBRATING 30 YEARS



The Hole in the Center of the Clock by James Rosenquist
Available at Leslie Sacks Gallery

Fine Art Dealers Association: Three Decades of
The Trusted Gallery Network®

Fine Art Dealers Association (FADA) unites Galleries representing unique specialities who practice the highest standard of Integrity with regard to business practices. Established by a group of art dealers in 1990, FADA's Trusted Gallery Network® is committed to offering you, the Collector, a curated inventory of artworks whose authenticity is carefully researched. Experts in their respective art historical fields, FADA Member Galleries are a global resource for academic research, acquisition, consignment, appraisal, sale, conservation, framing and presentation of important works of art. Beyond the gallery, FADA, and its Members, support innovative art programs and exhibitions worldwide, and are engaged patrons of art nonprofits dedicated to educating the public.



In celebration of our 30th Anniversary we invite you to browse unique genres, mediums and artists through the Search Features on our home page.

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[f](#) [t](#) [in](#) [i](#)

Database Blast- Art In The Time of Social Distance

Date: 07/10/2020

of Opens: 97

of Clicks: 5

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ART IN THE TIME OF SOCIAL DISTANCE



Site Avec Three Personnages by Jean Dubuffet
Available at Rosenthal Contemporary Gallery

The New Frontier: A Physically Distanted Art World

Some FADA galleries have now re-opened with timed appointments for exhibition viewing and increased sanitization/safety protocols. This is good news!

Art world marketing pivoted from the social aspect to be laser focused on digital presentation. That's where FADA's Call-to-Action search excels to assist in your quest. FADA.org offers the ability to investigate the artwork based on Genre, Subject and Artist from our Trusted Gallery Network® of art dealers around the country.

Together, for now, we miss the thrill and excitement of live art events. In the meantime, we can navigate the art world from the safety of our individual space as galleries, museums and nonprofits continue to mount fresh exhibitions, and dealers continue to offer newly acquired works of art.



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Greater Than the Sum of Its Art®



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Database Blast- Street Art x FADA

Date: 07/15/2020

of Opens: 104

of Clicks: 3

The image shows the homepage of the FADA website, which has a black background. At the top, the FADA logo is displayed with the text "FINE ART DEALERS ASSOCIATION" underneath. Below the logo, the tagline "THE JOY OF STREET ART: VISUAL ART ON VIEW IN PUBLIC LOCATIONS" is written. The main content area features several images of street art. The first image is a Banksy piece of a rat on a train. The second image is a colorful artwork by KAWS. The third image is a piece by Eric Haze. Below these images, there are descriptions of the artworks, including the artist's name, where it is available (Yestu Fine Art), and its value (e.g., "Available at Yestu Fine Art" and "Offered at \$20,000"). At the bottom of the page, there is a call-to-action button with the text "VISIT FADA.ORG" and the FADA logo, which is a stylized '30' with the text "THE FINE ART DEALERS ASSOCIATION" around it. Social media icons for Facebook, Twitter, LinkedIn, and Instagram are also present at the bottom.

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THE JOY OF STREET ART: VISUAL ART ON VIEW IN PUBLIC LOCATIONS

Street Art as Social Voice

Themes in contemporary art are continually updating. As times change and culture evolves, artists react spontaneously in public locations with public visibility - often times unofficially and independently.

The Art Newspaper's recent article "Banksy paints London Underground train with anezeing rat not wearing face mask" details the iconic street artist's latest work.

For intriguing works by renowned artists of that genre, FADA.org holds a vast inventory of artworks created by contemporary street artists.

You Should Know / Know by KAWS
Available at Yestu Fine Art
Offered at \$20,000

New Breed Day by Eric Haze
Available at Yestu Fine Art
Offered at \$8,000

Paint it Black by Shepard Fairey
Available at Yestu Fine Art
Offered at \$6,500

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Database Blast- Desert Modernism / Transcendental Painting Group

Date: 07/23/2020

of Opens: 81

of Clicks: 2

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DESERT MODERN - AN ART & DESIGN TREND SINCE THE 30's



Polymer Art 20 by Raymond Jenson
Available at Addison-Rosey Gallery
Offered at \$25,000

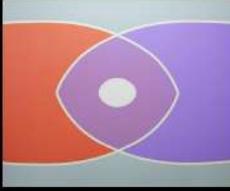
**The Transcendental Painting Group:
Spiritualism and Modern Art**

In 1938, a group of Modern artists living in Santa Fe rejected the idea of depicting their Southwestern desert surroundings like so many artists before them, instead of painting a stunning landscape or scene of nature, they chose to paint abstract art that reflected their spiritual spirituality. They referred to themselves as the Transcendental Painting Group. The artwork they made was mostly non-objective, influenced at the time by Wassily Kandinsky. (read more about TPG)

FADA Member Gallery: **Addison Rosey**, located in Santa Fe, New Mexico, has an extensive inventory of these artworks. See below a few of our favorite images and be sure to check out Addison Rosey's [Facebook](#) dedicated to the Transcendental Painting Group.



Polymer Art 20 by Raymond Jenson
Available at Addison-Rosey Gallery
Offered at \$25,000



Polymer Art 21 by Raymond Jenson
Available at Addison-Rosey Gallery
Offered at \$25,000



Untitled by Edith Gurnee
Available at Addison-Rosey Gallery
Offered at \$12,500

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Database Blast- 2020 Art World Trends

Date: 08/31/2020

of Opens: 170

of Clicks: 9

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FADA COMMUNITY BLAST

**LOOKING TO THE FUTURE:
ART WORLD TRENDS**

Surrealism Continues Its Market Rise

Surrealists have been in the news in the upper echelons of the art market for the past two years. In 2018, Salvador Dali's "The Persistence of Memory" sold for \$45.7 million. Salvador Dali and Max Ernst have been garnering large sales at auction, signaling the movement as a leading industry of global culture. The market for the movement has continued to trend upward, in response to its influence on "contemporary art," according to Debra Force, director of New York's 303 Gallery. The movements' diverse content and stark compositions influence the work of many contemporary artists. The influence of contemporary masters, such as Jonathan Borofsky, Julia Cortés, and Mark Manders, is also apparent. The movement's influence has enhanced the art of the Surrealists; it has been a key factor in the recent return to figurative art in contemporary art.

Art and Science Converge

Science has influenced artist work historically, and it seems that more artists acknowledge the artist's perspective as well. That's often the case of the work of Jonathan Borofsky. His new major exhibition, opening in 2020, will feature a "Lab," presenting an audience corps of exhibitions and double projects that will allow visitors to learn about art and science. For example, the lens on the City of L.A. between its various neighborhoods, as well as the work of artist Mark Manders and Cortés. Additionally, an artist's work on "strategically identifying the most important issues in the world" can bring notice in a way that people will respond to and act on, and artists have a role to play in that regard. The TADA! Foundation has commissioned research-based artwork related to global issues and the future that humans will be facing well in the future.

Artists' Exclusivity is Evolving

Artists are shifting the way they work with galleries, and we see more flexibility when it comes to moving through different parts of the industry. In the past, artists were limited to working with one or two galleries with multiple locations worldwide, the trend has shifted to artists working with multiple galleries simultaneously. A partner at Kayne Griffin Corcoran gallery in L.A. has noted that artists are "more open to working with multiple galleries." For example, James Turrell, David Lynch, and Robert Irwin. "In our opinion, the most effective way to work with an artist is to have multiple partners... [so] the artist can work with different galleries in different locations... I imagine there will be more movement in that direction in the future," says Irwin. "Art would seem to have, if anything, more options."

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(310) 923-1940

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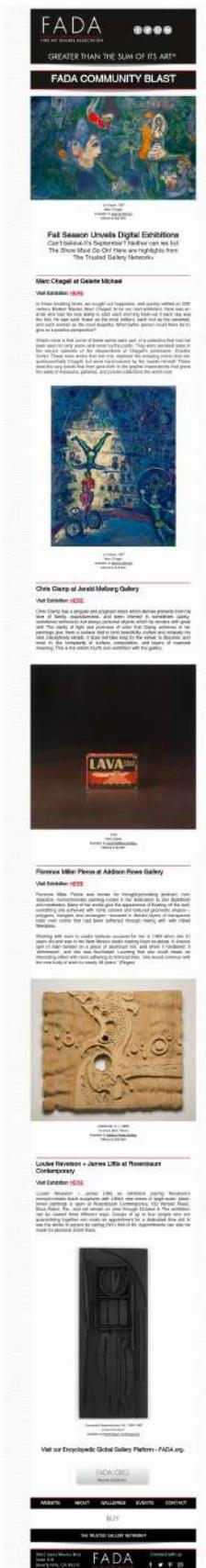
WEBSITE ABOUT GALLERIES EVENTS CONTACT

Database Blast- The Fall Art Season at FADA.org

Date: 09/21/2020

of Opens: 152

of Clicks: 11



The screenshot displays a grid of 12 cards, each representing a different art exhibition. Each card includes a small image of the artwork, the exhibition title, and a brief description. The cards are arranged in three columns and four rows. The titles of the exhibitions include 'FADA COMMUNITY BLAST', 'Fall Season Online Digital Exhibitions', 'Marc Chagall at Galerie Michael', 'Chris Clamp at Jeremi Melberg Gallery', 'LAVA', 'Florence Miller Photo at Addison Powell Gallery', 'Locks Revolution + James Little at Rosenbaum Contemporary', and 'Lester Nathan + James Little at Rosenbaum Contemporary'. The website's header 'FADA' and 'GREATER THAN THE SUM OF ITS ART™' is visible at the top, along with a navigation bar at the bottom.

Database Blast- Member Galleries at the IFDPA Print Fair

Date: 10/08/2020

of Opens: 139

of Clicks: 9

Database Blast- A Conversation on Afro-Cuban Art with Ramon Cernuda

Date: 10/29/2020

of Opens: 127

of Clicks: 7

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FADA COMMUNITY BLAST

CERNUDA ARTE PRESENTS: A Conversation on Afro-Cuban art with Ramón Cernuda



RAMÓN CERNUDA
CernudaArte

Join Ramón for a full walk-through & discussion of the *Black Art Matters* exhibition

Ramón Cernuda presents a virtual walk-through of a group show of 13 Afro-Cuban artists from the modern and contemporary periods. Discussing the history of Cuban art, we go on a journey from the commissioned colonial portraits to Modernism, and all the way to artists making works today!

A short clip of *Black Art Matters* exhibition with Ramón Cernuda:



A sample of works in the exhibition:



Untitled (Figure and Space), 1942
Wilfredo Lam
Available at CernudaArte



I Look at You, Always (Yo Miro Siempre), 2008
Juan Rodríguez Díaz
Available at CernudaArte



I Like You, Always (Yo Miro Siempre), 2001
Alvaro Siza
Available at CernudaArte

[CLICK HERE](#) to view the entire exhibition online at CernudaArte.com

Visit our Encyclopedic Global Platform - [FADA.org](#).

FADA.ORG
Recent Additions

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