

Model of Excellence Profile – Artlog

Company Name:	MVDF LLC	ICG#	11357
Address:	338 Berry St, 6NE, Brooklyn, NY 11211		
Product Name:	Artlog		
URL:	www.artlog.com	CEO Name	Manish Vora
Business and Product Overview			
Business Information Framework Classification	<i>Applications Model:</i> Evaluate: Reference & Intelligence	<i>Business Model:</i> Advertising – Advertising & Sponsorship	
	<i>Content Model:</i> Original Compilation: Primary Research - Manual	<i>Distribution Model</i> Direct Sales – Captive	
Company Overview	Artlog positions itself as the definitive global contemporary art guide, focusing on artworks, artists and event listings for a global group of thousands of international galleries, institutions and art fairs.		
Product/Service Description	<p>Artlog could have been a useful but dry guide to galleries and museums, along with their latest shows and events. But Artlog has gone much further, radically re-thinking the traditional directory model in the process.</p> <p>Artlog provides a single search that provides information on openings, events and artwork at galleries, museums and fairs. In addition, users can parametrically search artwork offered for sale at participating galleries. But Artlog offers a robust social layer as well. Registered users can be alerted to events at selected galleries and museums, and learn where favorite artists are showing. Moreover, users can add favorite galleries, events and pieces of art to a personal "artlog" that drives a recommendation engine for each user. Popular events are highlighted as "trending." Users can even publish their personal artlogs, and other users who like their collections can in turn follow them. In short, the more the registered user engages with Artlog, the more tailored and useful the information they receive back. Artlog further enhances the overall user experience with its own featured editorial picks and an online arts magazine as well.</p> <p>Overall, Artlog not only provides useful information in an accessible format, it wraps it into a powerful and immersive user experience that we feel holds useful concepts for many other information publishers, particularly, but not exclusively, those with a B2C orientation.</p>		
Year Founded:	2008	BizDev Contact:	Rebecca Siegel
Employees:	1-5 (est.)	Main Telephone:	(718) 388-1514
Profile Date:	August 21, 2011	Primary Market Served:	71 - Arts & Entertainment
Ownership:	Private	Funding Source:	Angel Investors
MofE Class:	2011	MofE Status:	Nominee