

BUSINESS IN VANCOUVER

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Do-it-yourself online art for galleries

After spending two years producing and promoting artwork online for others, **Richard Thompson** has simplified the process so galleries can do it themselves.

Thompson, president of **Aire'd Ideas**, has developed a marketing and management system that brings galleries online.

With the Theo Digital Gallery (www.theodigitalgallery.com), galleries can add and edit new artwork, mark or remove pieces that have been sold and update artist bios and photos online with a digital camera and access to the Internet.

When a gallery has new content it thinks clients would be interested in, Theo can direct those clients to the online gallery by sending them a digital photo pack — a customized e-mail message with images imbedded in the e-mail and links back to the online gallery. This gives clients who can't visit the gallery access to an inventory of fine art at their convenience.

Five galleries have signed up for the Theo Digital Gallery System since the beginning of May.



Aire'd Ideas' Richard Thompson

"Theo is a popular alternative to what galleries have been doing," he said. "If a Web site is not updated, then it becomes a museum with people viewing works that have already been sold."

Art has hit the virtual world in a big way. An article in the current edition of *Forbes.com* magazine estimates more than 20,000 sites currently showcase art online.