

## Re: Contact for information

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From: **Tara Velez** (tara\_velez@perduraboart.com)  
Sent: Thursday, August 08, 2002 4:53:38 PM  
To: Tzvetanka Marinova (tzvetankamarinova@hotmail.com)

Dear Tzetanka,

Thank you for your interest in Perdurabo Art Agency. Our objective is to help artists succeed in putting their art forward and to secure opportunities for exhibiting and selling their work. Below, I have provided more information about Perdurabo Art and Perdurabo Art Agency. Further details about our terms and application process have also been included.

Perdurabo Art is comprised of four main divisions; these include the Gallery, the Agency, the Shop and Web Design Services.

### Perdurabo Art Gallery:

The online gallery exhibits the work of a selected group of emerging and established artists. It functions similar to a traditional gallery. The gallery is established only in the United Kingdom and deals with artists on a one to one basis. Applications are considered by the United Kingdom office. This option involves a higher commitment from both the artist and the gallery. The contracts are more exclusive than the agency and the fees and commission are negotiated on an individual basis. If you would like more information about this option, please contact [galler@perduraboart.com](mailto:galler@perduraboart.com)

### Perdurabo Art Agency:

We represent dedicated, contemporary artists through a comprehensive, multilingual catalogue which is presented to targeted public and private clients in Europe, the United States and Japan. Working as a traditional agency and using the resources of Perdurabo Art, we distribute our catalog at an international level. This option is highly suitable for emerging

artists, as they can promote their work internationally through our organization but are free to promote and exhibit with other galleries and organizations as well. Some of the artists in the catalogue are also invited to take part in the gallery and shop.

#### Perdurabo Art Shop:

We also exhibit and sell artwork of emerging and established artists worldwide through our online shop. The work is only promoted and sold through our website. This option is more suitable for artists interested in making a one-off sale. We take a commission and there is a price per artwork exhibited to cover web costs, translation, etc. If you want more information about the shop, please contact [shop@perduraboart.com](mailto:shop@perduraboart.com)

#### Perdurabo Web Design:

Perdurabo Art Web Design is a unique service specializing in the display of art on the Web. We provide solutions to optimize the presentation of artwork on personalized, innovative websites. We acknowledge the personal needs of every individual and take into account the best way of displaying each artwork. Our consultants are available to give advice, free estimations and to address any questions or concerns you may have. Apart from our basic web design services, we also arrange for web maintenance and marketing through Perdurabo Art.

Our catalogue is currently being prepared, which is why we are accepting artists of high caliber now. The majority of our team consists of highly qualified professionals with experience in the art world and they are united in their effort to make this project possible. Perdurabo Art offers an alternative to more traditional ways of promotion or to services based solely on the internet. Our professional network allows us to personally promote new and established contemporary artists on a truly global scale, thus allowing artists to gain international recognition and secure opportunities for selling, accepting commissions and exhibiting their artwork.

For one year of promotional services in the US, Europe and Japan, with the inclusion in our multilingual catalogue, we charge an initial fee of \$100 US dollars and a commission of 35% from each artwork sold through the Perdurabo

Art Agency. Since we use different means of promotion than traditional galleries, such as our multilingual catalogue and a personal approach to promotion, we ask for the initial fee to help with those extra costs other galleries do not incur. The inclusion of this fee allows us to reduce the commission. In this way, we feel that the artist benefits more from the sale of the artwork. Our methods enable us to better accomplish our objectives and help each artist achieve his/her goals.

If you are interested in being promoted by Perdurabo Art Agency, please let me know as we have a limited number of places. I would like to stress that we will require up to 10 digital images and CV/resume details in due course. Also, a phone interview and viewing of the artwork, if possible, will be arranged in order to continue with the selection process.

Best regards,

Tara Velez

US Art Consultant

tara\_vez@perduraboart.com

www.perduraboart.com

----- Original Message -----

From: "Tzvetanka Marinova" <tzvetankamarinova@hotmail.com>

To: <tara\_vez@perduraboart.com>

Sent: Thursday, August 08, 2002 10:00 AM

Subject: Contact for information

> Dear Tara Velez,

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> I just opened my e-mail today and was pleased and very happy to find the  
> message of Sachiko Nishihara from Perdurabo Art Agency, Japan.

> I guess that it is a lady's name, if not please excuse me and correct me.  
She  
> writes that she has seen some of my works and finds them interesting.  
She  
> believes that my art can be sucesfully promoted at an International level.  
> She explained to me about Perdurabo Art Agency, Gallery and Shop and gave  
me  
> your address for more information and discussions, how to make my  
> application, etc.  
>  
> I would be very grateful to hear from you soon. I respond here  
immediately,  
> but meanwhile I shall read thoroughly your website.  
>  
> Best regards,  
> Tzvetanka Marinova  
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> Chat with friends online, try MSN Messenger: <http://messenger.msn.com>  
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## Perdurabo Art Agency

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From: **Perdurabo Art Agency** (agency@perduraboart.com)  
Sent: Saturday, August 03, 2002 4:05:11 AM  
To: Tzvetankamarinova@hotmail.com

Dear Tzvetanka Marinova,

We have recently seen some of your work and believe we could successfully promote you at an international level. We would like to inform you in greater depth about how our organization could help you achieve further recognition as an artist.

Perdurabo Art Agency is an innovative organization dedicated to the promotion and exhibition of contemporary art and to the development of both new and established artists. Our objective is to help artists succeed in putting their work forward on a global scale.

Our team consists of representatives and highly qualified professionals in the United States, Japan, Spain, France and the United Kingdom. They are united in their effort to promote contemporary art at an international level. We promote our artists using various means (including a comprehensive, multilingual catalogue that we are currently preparing) to galleries, corporations, private collectors and other buyers of art in Europe, the US and Japan.

If you wish to proceed with your application, please contact [tara\\_velez@perduraboart.com](mailto:tara_velez@perduraboart.com). Tara Velez is the United States representative of Perdurabo Art Agency and would be happy to arrange a phone meeting to discuss your artwork in more detail and answer any questions you may have. You can find more information on our website at [www.perduraboart.com](http://www.perduraboart.com). Details, in terms of what we require from artists, can be found in the *For Artists* section. Some of the artists we are promoting can be found in the *Shop* and *Gallery* sections. Note that our site is still undergoing development, as it is not our primary means of promoting artists.

Sincerely,  
Sachiko Nishihara  
Perdurabo Art Agency  
Japan  
Art Consultant  
[agency@perduraboart.com](mailto:agency@perduraboart.com)  
[www.perduraboart.com](http://www.perduraboart.com)