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press release

Aremi Group S.A. is pleased to announce its official application for the .art new gTLD.

Aremi Group announces today it has applied for .art, a new top level domain whose mission is to provide a unique online space in which creatively-inclined members of the Internet community, individuals and institutions alike, can share their works and ideas with those seeking creative content. Its purpose is, in time, to become the premier online destination for such creators and their broad spectrum of users.

Aremi Group S.A. sees the presence of a specialized TLD for the arts as all the more important considering the Internet has long been a home for innovators and visionaries – for those who are inspired not only to create new ideas, but to imagine the many layers of new connections made possible by sharing and discussing these ideas – if only they had the proper communication tools. From the architecture of the Internet itself, to the visual design of websites, to the individual words and images comprising them, the fundamental building blocks of our information networks are infused with creative thought, and it is this expectation of creativity – of originality – that keeps us searching for all that will come next: a new release by a favorite author, an unexpected plot twist in a television drama, the latest blends of melodies and lyrics by a musical artist, the discovery of a previously unknown work by a painter who lived centuries ago, or the creation of an entirely new genre of art from today's generation of artists.

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The .art top level domain shall be a practical, accessible destination on the internet to which users can navigate as a resource, knowing the central function of the domain is to foster and promote the arts.

The Registry will provide the highest level service to trademark and other legal rights owners as well as second-level domain owners.

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