



The Cook Islands & Pacific Contemporary Art Fair & Digital Marketing Initiative

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REGIONAL HUB:	Pacific
CULTURAL SECTOR(S):	Visual Arts, Museum
BENEFICIARY (IES):	Cook Islands Pacific Pearl Merchants trading as Bergman Gallery
COUNTRIES COVERED BY THE ACTION:	Cook Islands
PROJECT DURATION:	01/2024-06/2024 (6 months)
BUDGET:	EUR 70 000 – EU FUNDING: EUR 70 000 (100 %)
WEBSITE:	N/A

The project **'The Cook Islands & Pacific Contemporary Art Fair & Digital Marketing Initiative'** aims to raise awareness in the region and the international community about contemporary art forms from the Cook Islands and the Pacific.

In this context, funding from ACP-EU and additional resources will be used to participate in two major art fairs in April/May 2024, the Aotearoa Art Fair and another yet-to-be-named fair, where artists from the Cook Islands and other Pacific islands will be featured. These fairs will provide valuable opportunities for Cook Islands artists to showcase their work, gain visibility, and engage with a wider audience.

Additionally, a digital marketing strategy including live and real-time exhibition broadcasts, online viewing rooms, digital archiving, digital catalogs, photographs, videos, writings, and social media posts for all projects will be implemented.

The objective of this digital approach is to expand the reach and effectiveness of art fair participations while providing more opportunities to exhibit and sell artwork.

Lastly, artists from the Cook Islands and the Pacific will be supported by the Bergman Gallery, which will identify and develop the artists. This existing infrastructure supports the sustainability of the initiative through proven systems for artist representation, exhibition programming, and artwork sales.

