**THE FINE ART AUCTION GOES GLOBAL**

**THE FINE ART AUCTION CHANNEL REBRANDS TO BECOME THE FIRST-EVER GLOBAL MULTI-PLATFORM DIGITAL ENTERTAINMENT CHANNEL DEDICATED TO THE ARTS**

***A NEW LOOK. A NEW EXPERIENCE.***

***ART REDEFINED AND REIMAGINED***



**MEDIA DOWNLOAD ALL PRESS ASSETS HERE** (INSERT LINK).

***Atlanta, GA ~ January 2022***~ The Fine Art Auction, which currently broadcasts on [AVC](https://shopavc.com/AVC-Fineart-auction.php), and served as the leader in fine art sales through television for over a decade, has announced its official relaunch as a global multi-platform entertainment channel. The channel has achieved global reach, acquiring millions of viewers through its current broadcast television partners (AVC), as well as its [Fine Art Auction livestream](https://fineartauction.wpengine.com/live/) and newly-developed digital platforms across [YouTube](https://www.youtube.com/channel/UCr3ozBs6w69XGNHh-HqSMtw), [Instagram](https://www.instagram.com/thefineartauctionchannel/), [Facebook](https://www.facebook.com/thefineartauctionchannel/), [Pinterest](https://www.pinterest.com/thefineartauctionchannel/) and all proprietary major media platforms.

INSERT LINK TO PROMO REEL FROM SITE

**DIRECT QUOTE FROM P.J. LYNCH, CEO OF THE FINE ART AUCTION:**

***“Today we are pleased to announce the re-launch of The Fine Art Auction. We have re-imagined how to leverage our global leadership on broadcast TV to now expand to a fully digital global livestreaming platform. I am pleased our brand promise of Entertainment, Education, and Amazing Fine Art will now be distributed around the world and across all social media platforms. Join us for this journey. See you soon. “***

~  **P.J. Lynch, CEO**

In its current status broadcasting on AVC,The Fine Art Auction Channel has already become the preferred platform of choice for art enthusiasts everywhere to, quite simply, find and acquire the art that they love. Showcasing more than 150 select works of art each week and co-hosted by world-renowned Celebrity Auctioneers and Presenters **Ray Taylor, Mitch Carter** and **Richard English,** the Fine Art Auction has enabled people all over the world to become an integral part of the artistic and cultural movement that is The Fine Art Auction channel.

Now, the Fine Art Auction Channel will expand its reach to become a global art experience on broadcast television, across all streaming platforms, and on any device of choice so that viewers everywhere can enjoy the program from the comfort of, quite literally, *anywhere* they choose.

The new channel’s mission is to offer unparalleled live art auction, art acquisition opportunities, live experiences with celebrity artists, original series, podcasts, and other entertainment and educational programming: all from the comfort and safety of home or your chosen environment. With immersive content, art-buying leadership and expert advice, the Fine Art Auction Brand will illuminate the future of art Collection and programming in the digital-first, engage anywhere world and inspire millions of additional viewers to engage with the art world.

## Looking ahead in 2022, The Fine Art Auction will premiere a series entitled **“New Art Fridays”** hosted by the renowned Ray Taylor as well as the acclaimed docuseries **“the Street Art Festival”**, an on-going series that goes deep into “street art” the newest iteration of contemporary art and featuring today’s renowned contemporary and urban street artists. January will see the premiere of **“Masters of 20th Century Art”,** an informative and lively series each week that explores the extraordinary lives and works of Chagall, Picasso, Miro, and Salvador Dali the other icons of Cubism, Minimalism and Abstract Expressionism. For a “fly on the wall” experience for art aficionados, The Fine Art Auction will also offer behind-the-scenes coverage at the world’s coolest art venues and art fairs: including on-site coverage of Miami’s Art Basel, Wynwood Walls, the Hampton’s Art Fair and live coverage of celebrity events.

## There is no other channel that exists in the world bringing the variety of art-immersed content that The Fine Art Auction offers. In its relaunch, the Fine Art Auction will revolutionize how the world engages with Art, premiering an innovative presence for the new era of Entertainment programming. Bringing viewer the most significant contemporary and urban artists of our time, as well as the most-important 20th and 21st Century artists and the venerable masters, The Fine Art Auction is truly unparalleled. Viewers can tune in to an array of artistic entertainment content - from live auctions to in-studio artists’ appearances and video features narrated by art experts and curators throughout the world. From the Contemporary Icons of Street Art to the revered 20th Century Masters: we deliver art experience.

## INSERT LINK TO WEBSITE MOTION VIDEO

## Additionally, in its new identity, The Fine Art Auction will continue its charitable commitment to providing programs that foster emerging artists and raise awareness in creating philanthropic initiatives for communities in need, while addressing crises, recognizing worldly heroes, and utilizing cultural and artistic capital to help those in need.

**FOLLOW THE FINE ART AUCTION:**

[OFFICIAL WEBSITE](https://fineartauction.wpengine.com/)

[INSTAGRAM](https://www.instagram.com/thefineartauctionchannel/)

[FACEBOOK](https://www.facebook.com/thefineartauctionchannel/)

[YOUTUBE](https://www.youtube.com/channel/UCr3ozBs6w69XGNHh-HqSMtw)



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