

Press Release - February 2017

**Larry's List is launching THE PRIVATE ART PASS 2017  
The Ultimate Privilege Card for the Art World**



Larry's List is proud to launch THE PRIVATE ART PASS 2017. THE PRIVATE ART PASS is initiated to create stronger ties between private museums, the global private collector scene and selected public institutions by granting privileged access to over fifty institutions and art fairs around the globe.

**Highlights**

- **Privileged access to 37 museums around the world**
- **VIP access to 14 international art fairs**
- **Special conditions and offerings by our partners Artron, G4Si Fine Art and the Rolls-Royce Art Programme**
- **Limited to 3,000 passes**
- **Pass cannot be purchased and is distributed exclusively to selected art collectors, art KOLs and friends of Larry's List**

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***“With THE PRIVATE ART PASS we want to enhance the network among collectors, private museums and institutions from all over the world. Also, we want to make the life of our global collector friends a bit easier by bundling a number of services in one privilege card.”***

Christoph Noe, Co-Founder of Larry's List



Museum partners include

Long Museum (Shanghai, China), Ullens Center for Contemporary Art (Beijing, China), Blenheim Art Foundation (Oxfordshire, UK), Boijmans van Beuningen (Rotterdam, Netherlands), Fondazione Sandretto Re Rebaudengo (Turin, Italy), Sursock Museum (Beirut, Lebanon), Museo Tamayo (Mexico City, Mexico), Phillips Collection (Washington, DC, US), Botero Museum (Bogotá, Colombia)

Art fair partners include

Art 021 (Shanghai, China), Art Central (Hong Kong SAR), Liste Basel (Basel, Switzerland), Abu Dhabi Art (Abu Dhabi, UAE), Expo Chicago (Chicago, US), SP-Arte (São Paulo, Brazil)

#### About Larry's List

Larry's List is the leading art collector editorial and knowledge platform providing data, research and access to contemporary art collectors.

Larry's List's art collector database contains over 3,500 profiles of art collectors from more than 70 countries – based on the most comprehensive research ever done on art collectors. In 2015, Larry's List published the “Art Collector Report 2014”, the most comprehensive study on contemporary art collectors world-wide and in 2016, the “Private Museum Report”, a global overview on the landscape of privately founded contemporary art museums.

For further information: <http://www.larryslist.com/>

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