



PRESS RELEASE

For Release:
May 11, 2020

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Parker and Parker Art Launches Direct-to-Buyers Art Opportunity *Freelance Art Consultant Positions Available to Support PaPA DIRECT Launch*

West Palm Beach, FL (May 11, 2020) – Fine art distributor Parker and Parker Art (PaPA) announced today the launch of PaPA DIRECT, an innovative digital platform connecting art collectors and buyers around the world and reducing the cost of art acquisition. To support the company’s disruptive direct-to-buyers online platform, PaPA is now hiring art consultants across the country. PaPA DIRECT cuts out the middleman for the benefit of the consumer.

Founded by Dr. Ronald Parker, PaPA is celebrating its 40th anniversary serving as a fine art publisher, distributor and multiple gallery owner in Asia, Europe and the U.S. Since 1980, PaPA has sold over \$700M in wholesale art to galleries around the world. Because of COVID-19, PaPA is now selling wholesale directly to art buyers. With the launch of PaPA DIRECT, art buyers can now view information about each painting within an online *viewing room*, including informative slide presentations, videos of studio visits, and collector commentaries. This disruptive approach creates for a client the perfect balance of convenience and information, making it much easier to select art remotely. Add a great discount to a guarantee of satisfaction and most obstacles preventing a fine art acquisition have been removed. The virtual tools recreate an in-person gallery and art selection experience within the safety of one’s own home.

“PaPA DIRECT removes one of the major obstacles preventing fine art acquisition around the world – geography,” said Dr. Ronald Parker, founder of PaPA. “As travel restrictions in response to the COVID-19 pandemic impact our industry, providing a user-friendly tool to connect art buyers, sellers, and aficionados virtually is more important than ever. We are disrupting the art business, bypassing the gallery model and giving consumers a new way to find and purchase art direct for much less money.”

PaPA DIRECT blends art and technology to connect art buyers and sellers with proprietary search functionality. To celebrate the launch, the company is offering a 40% discount on paintings from a large private collection that has just been released to the market. The company’s commitment to customer service continues in the virtual world with the addition of freelance art consultants to provide personalized customer support throughout the art selection process. PaPA DIRECT is one of the few art ventures now providing important jobs for those art professionals who have been furloughed or fired.

They are now hiring art consultants, who will receive online sales, marketing, and presentation training.

PaPA's success began with Dyansen Galleries, a public company traded on Nasdaq and listed by *Inc. Magazine* as one of the fastest growing small businesses in the country. Today, artist and interior designer Yvonne Parker serves as president of PaPA, which has remained an industry leading art seller for forty years, serving art wholesale to more than 300 international galleries. Dr. Parker's career also includes work as a professor, psychologist, entrepreneur and artist. He was a nationally syndicated columnist, author of fifteen monographs and one book, and a performance artist. As a psychologist and academic he practiced and taught at Florida State University and The Graduate Center of the City of New York.

The beneficiaries of PaPA DIRECT (parkerandparkerart.com) are artists, art consultants and art buyers.



Yvonne & Ronald Parker

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