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# ODBK PRESS KIT: BREAKING THE ART SYSTEM ONCE AND FOR ALL

## A NEW ERA FOR ART: THE ACTIVIST BEHIND THE MOVEMENT

The Organization for the Democratization of the Visual Arts (ODBK) was founded by a **dedicated activist, developer, and cultural disruptor** with a passion for technology and the democratization of the arts. Without institutional backing or major funding, David personally financed and built ODBK, driven by his deep conviction that art must be **fair, inclusive, and valued beyond market speculation**.

Despite limited funding, ODBK has thrived due to David's relentless dedication, his ability to **mobilize passionate volunteers, students, and researchers**, and his collaborations with academic institutions that recognize the urgent need for change in the art world.

Our partners will **join forces with ODBK's dedicated community, shaping new standards for inclusion, transparency, and digital curation**—continuing the work that has so far been powered almost entirely by passion and volunteerism.

## WHY NOW? THE MOMENTUM—A CALL TO SUPPORT DAVID'S VISION

ODBK has been built through tireless effort, **driven by a single software developer and activist, supported by passionate volunteers, researchers, and interns**—now, it's time to scale. We are **opening our Board of Advisors** to those who not only believe in this mission but have the ability to **help take this vision to the highest level, breaking barriers in the spaces where exclusion has persisted the longest**.

## COMMUNITY OUTREACH: OUR RECENT GROWTH & RESULTS

Category	Key Data Points
Email Marketing Engagement	<b>Top-Level Breakdown:</b> 12% highly engaged, 11% moderately engaged <b>Global Reach:</b> Largest open/click clusters in Berlin (Germany), Amsterdam (Netherlands), and Madrid (Spain)
LinkedIn Visibility (Past 365 Days)	<b>Total Impressions:</b> 8,855 (+3,018% YoY) <b>Members Reached:</b> 1,927 (+2,194.1% YoY) <b>Audience Seniority:</b> 32% Senior-Level, 9.8% C-Suite, 13.2% Directors, 7.8% Owners
Demographics & Global Footprint	<b>Locations:</b> Berlin, San Francisco Bay Area, New York City Metropolitan Area (top three) <b>Industries:</b> IT Services/Consulting (13.3%), Arts & Writing (8.6%), Software Development (8.3%)
Engagement Highlights	<b>Highest Engagement Rate Post:</b> 20.83% CTR on "Meet the Founder" <b>Certification &amp; Open Calls:</b> 2–8% average CTR (high interest in DEI initiatives)

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## OUR IMPACT AND ACHIEVEMENTS TO DATE

- **50+ lectures & global events** engaging 1,500+ art professionals & +7000 followers
- **EMAMI 2024&2025:** A landmark summit that brings together curators, institutions, and artists to redefine inclusion in art
- **Major grants underway** to expand our tools and solidify our institutional presence
- **ODBK's pioneering tools setting new global standards:**
  - **Certification for Equality & Diversity in Contemporary Art Museums:** An initiative that has gained important traction among researchers and institutions.
  - **Pure Taste Indicator (PTI):** Shifts art valuation from market speculation to community-driven assessment, ensuring fair and transparent recognition of artistic value.
  - **Digital Curatorship Model:** Empowering curators, artists, and institutions with technology-driven curation methods that enhance accessibility, inclusion, and public participation in artistic decision-making.
- **Release of our first digital product:** 'Smash Elitism in the Art World: A Step-by-Step Guide to Fair Art Evaluation & DEI Leadership'—available for free download now: [Download Here](#)
- **Revamped donations & partnerships approach with evergreen revenue-generating strategies:** to achieve self-sustenance with the initial support of our first donors—who will be the foundation stones of our growth and impact
- A growing community of **Top Experts Collaborating with ODBK**

ODBK is actively scaling its initiatives through thought leadership, technology, and industry collaborations. Our past collaborations include the landmark EMAMI 2024 summit, where global curators, institutions, and artists engaged in deep discussions on democratizing the art world. Additionally, our partnerships with academic institutions and cultural organizations have led to impactful research and policy recommendations for equitable art valuation.

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## WANT TO SEAT WITH US?—WHO WE ARE LOOKING FOR

### **Strategic Partners & High-Level Advisors**

We need more than just financial support—we need leaders who can **open doors to spaces where exclusion has been the norm for too long.**

- ✓ **Philanthropic leaders** who want to invest in systemic change
- ✓ **Museum directors & curators** who are ready to transform their institutions
- ✓ **Executives, policymakers & cultural strategists** who can help shape global art policies
- ✓ **Academics & researchers** who want to contribute to the future of fair art valuation
- ✓ **Art lovers & collectors** who want to support and promote a more inclusive art world

Our partners will **sit at the forefront of shaping new standards for inclusion, transparency, and digital curation** in art.

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We highly encourage LGBTQIA2S+, BIPOC, neurodiverse, and Global South candidates to join us loudly. ODBK is committed to equity and gives full consideration to all applicants without regard to age, race, color, religion, creed, sex, sexual orientation, gender identity or expression, national origin, marital status, disability, protected veteran status, or any other status protected by law. We also welcome individuals from diverse religious, spiritual, and cultural backgrounds.

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## **OUR CALL TO ACTION: HOW TO GET INVOLVED**

ODBK is building a **circular, evergreen engagement model**—ensuring ongoing, meaningful participation rather than one-time interactions. Here's how:

- ♦ **Join Our Advisory Board** – Shape ODBK's future, gain exclusive access to research, and participate in high-level roundtables.
- ♦ **Media & Thought Leadership** – Journalists and experts can access exclusive reports, DEI research, and interviews with industry disruptors.
- ♦ **Pilot Our Tools** – Institutions and curators can be early adopters of PTI, DEI Certification, and Digital Curatorship.
- ♦ **Fund the Future of Inclusive Art** – Support groundbreaking research, technology, and exhibitions that challenge elitism.
- ♦ **Collaborate & Co-Create** – We're seeking researchers, professionals, and institutions to reshape the art world together.

✉ **Get in touch today.** Let's build the future of art together. **Contact our team at** [partnerships.odbk@gmail.com](mailto:partnerships.odbk@gmail.com) or [dhadmann@odbk.tk](mailto:dhadmann@odbk.tk) / [dhadmannbln@gmail.com](mailto:dhadmannbln@gmail.com)

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## **MEDIA OPPORTUNITIES & EXCLUSIVE FEATURES**

ODBK is looking to collaborate with media partners who can help amplify this conversation.

### **Story Angles & Topics We Offer:**

- 📌 **"Disrupting the Multi-Billion Dollar Art Market"** – How ODBK is introducing an alternative to speculative valuation models.
- 📌 **"Will the Market Fight Back?"** – A look at the resistance to democratizing art curation and valuation.
- 📌 **"Certification of Equality & Diversity for Contemporary Art Museums"** – A research-backed initiative engaging institutions in systemic change.
- 📌 **"Smash Elitism in the Art World" Free Digital Guide Launch** – Empowering artists, curators, and cultural leaders to challenge exclusivity and redefine the industry.
- 📌 **"AI & The Future of Curatorship"** – How artificial intelligence is reshaping curation and whether it democratizes or centralizes power in the art world.

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📌 **"Who Controls Art? The Hidden Forces of Market Valuation"** – Unpacking the structures behind price manipulation in elite galleries and auction houses.

📌 **"The Blockchain Debate: Is Decentralization Really the Answer for Art?"** – Examining whether blockchain creates more accessibility or another form of exclusivity.

✉️ **To arrange an interview, feature story, or media collaboration, contact our team at [partnerships.odbk@gmail.com](mailto:partnerships.odbk@gmail.com) or [dhadmann@odbk.tk](mailto:dhadmann@odbk.tk) / [dhadmannbln@gmail.com](mailto:dhadmannbln@gmail.com)**

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#### Media

- [ODBK Logo 1](#)
- [ODBK Logo 2](#)
- [ODBK Logo 3](#)
- [ODBK Logo 4](#)
- [ODBK Logo 5](#)
- [Photos of David, our founder](#)

