

FOR IMMEDIATE RELEASE

15 October 2020

VIFAF – VIRTUAL INTERNATIONAL FINE ART FAIR

The fine art, design and antique fair that bring the future to the art world.

Thursday , October 15 , 2020, Chania, Crete Greece.



What is VIFAF? – Virtual International Fine Art Fair (VIFAF) is a new international Art Fair organized by World Of Crete, Posterus360 Venues, and curators internationally. This different approach of Culture in unique designed halls called Virtual International Fine Art Fair (VIFAF) is hosted by the next generation of forums of Posterus360. Galleries, artists and designers will have the opportunity to exhibit at physical locations as well as at the Virtual Art Fair.

What is Posterus360? – Posterus360's is the only Virtual Fairs is a complete digital full HD 3D exhibition trade fair building complex. The architectural design contains buildings with the highest quality, as well as futuristic classic parts, harbor for Yacht designers, aerospace, Fine art, antiques and automotive spaces.

The buildings can be placed in any city or country, giving as well a full 360 view of the surrounding locations. That way all the participants will have the opportunity of a worldwide exhibition. Where each building offers 8 halls of 5000m², harbor for 150+ yachts with a total of 60 000m² exhibition space. Additionally we offer as well exclusive locations, this is our Moon and Mars halls. The events and fairs will last approximately 7days, open 24hours, 7x7 and free accessible to all public. Separated to World Of Crete venues, Posterus360 also rents space to third party event and fair organizers. Designing there fair, architectural floor plans, VR, 3D booth building, marketing, etc.

Who is VIFAF? –Virtual International Fine Art Fair (VIFAF) is an international Art Fair designed and created by Posterus-Event in 2017, Posterus360 Venues, organized by World Of Crete IKE . Hosted within Posterus360 trade fairs, digital marketing companies, event and fair organization partners and territory local partners.



Where and when? – The events take place virtually with opening gala at a physical location, this a luxury Villa at Chania Crete the end of September 2021. Giving participants the opportunity to exhibit Virtual and also Physical. The Art Fair will take place at the 2 upper floors of Posterus360 including our exclusive locations Moon and Mars, with a total exhibition space of 12.000 square meters and up to +-130 booths. The full 360 surrounding views will give you a realistic feeling of being there. As we work with the highest newest technologies, including virtual reality glasses at the physical locations.

Each booth can have promotional materials like videos playing and communication between booth holders and sharing detail with the visitor or the potential client. The Art fair will also be accessible by everyone, anywhere and free for all people around the world and that through our application reachable by any mobile device or computer.

Why this new approach, and why now? – As we believe and see it of great importance to bring the art world into the new century of the digital times. Because our times offer us all the possibilities to bring all this to reality and with the highest quality.

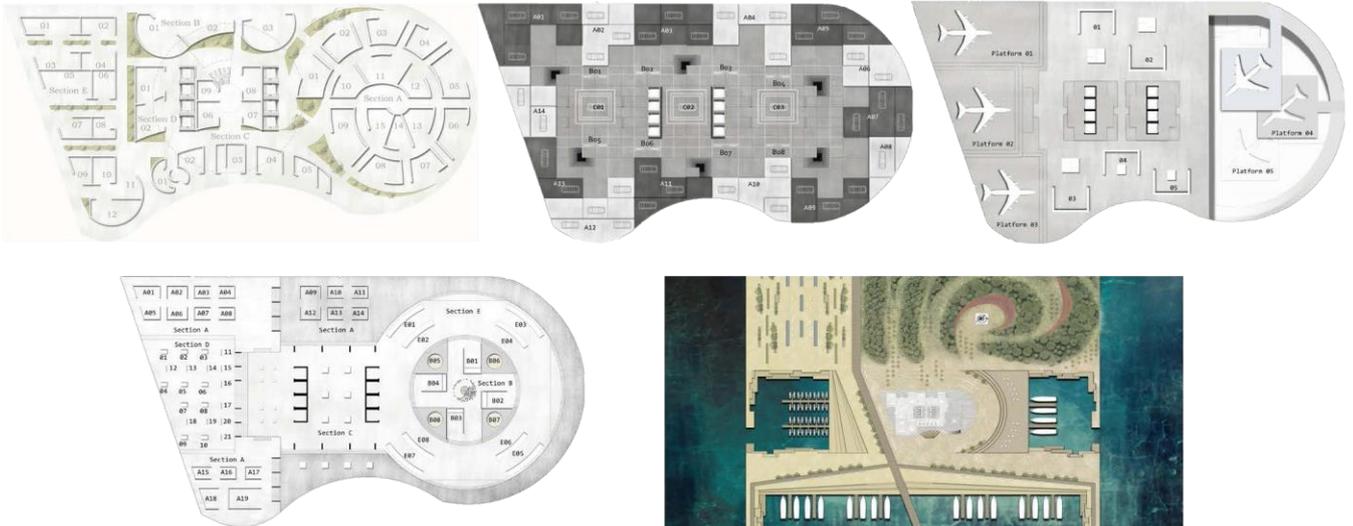




The 'How' – Thanks to Posterus360, VIFAF gains an exclusive high quality platform. Together with architects, designers and software developers, Posterus360 brings the real future. Posterus360's Virtual Fair is a complete digital full HD 3D exhibition and trade fair complex. The participants will have the opportunity of a worldwide exhibition. All digitally promoted over millions of locally and international enthusiasts. Including a digital and physical published catalogue, magazine and newspaper. Including the physical marketing that is similar to a physical events or trade fairs. The fair will last 7days, open 24hours, 7x7 and free accessible to all public. Physical events and well established trade fairs can give a visitor reach of +-50 000 people.

Now because of our combinations of marketing and digitalization there will be a unlimited reach of people for each event. The statistics expectations could go much higher, thanks to the free entrance. This access can be provided worldwide by sharing the app through social media, e-marketing, email, etc. We will have accessibility from all digital devices, smart phones, tablets, pc, notebook, etc. as well as exclusive access at our physical V.I.P events and partner locations. HD interactive TV, High Virtual reality glasses and control at Physical locations for the best view of the fair. Our software developers have designed a full interactive communication system as well. This way we give a wide range of communication capabilities between visitor, participants and the trade fair team. We integrate for each booths and participant a direct sale of your product system, with credit card, etc. Communication with the sales person of the booth and company also includes full access of the company catalogues, business detail, etc.

FLOORPLANS ART FAIR, AUTOMOTIVE, AEROSPACE, ARCHITECTURE, YACHT



VIFAF offers the following events and happening:

VIFAF & Posterus360 VIP reception and official opening (30th September 2021) Chania, Crete, Greece

Grand Opening at one of World Of Crete Luxurious villas. Official launch of VIFAF and Posterus360, introduction of companies, the fairs and participants, selective guests, Hors D'oeuvres and Champagne Service, dinner, Art auction, Live Music Performances and much more.

VIFAF (September 30 - 21 October 2021) Virtual Fair

21 days, 24/24 international Fine Art Fair virtually within Posterus360 building, as well Mars and Moon locations. Accessible worldwide by any device.

More information can be found at our website: www.worldofcrete.com

For any additional info and questions, participants, press, application, etc.

Contact us at: info@worldofcrete.com

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