

# NaoRococo

## A digital news platform of The Waterhouse

First established in October 2015, NaoRococo (NR) has been serving and covering news information on upcoming and ongoing art exhibitions. The editors and correspondents work very closely with art galleries, spokesperson of art events, as well as art lovers to produce good content to our readers.

As according to NR's current descriptive statistics, NR receives an average of 300 new readers per month and 1,112 readers in the first quarter of year 2016. In addition to categorizing our news, the editors insert hashtags to each news posting. For advertorial writings, the charges are as shown in **Table 1**.

The first two hashtags are free-of-charge, and each subsequent hashtag is subjected to a fee of USD\$50. We are in an attempt to be a leader of hashtags in digital news and in powered with Wordpress.

Table 1: Article-type and costings in US dollars.

Article Content	Pricing (USD)
Event, Festival	1500
Person Q&A interview	1500
Featured short story	2000
Re-illustration of press	650



## What does NR provide?

At NR, we provide a digital platform for corporates and councils to disseminate your news; e.g. upcoming events, greet-and-meet sessions, forums, etc.

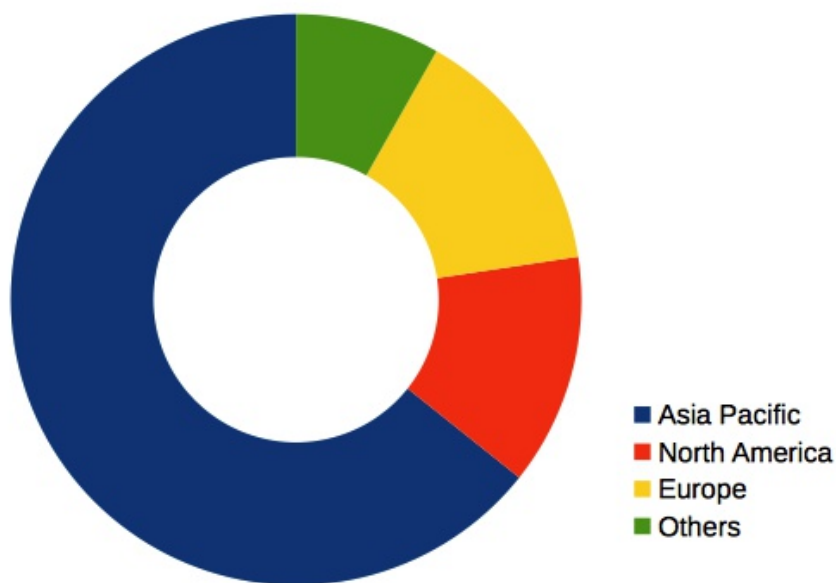
Our writers, editors and correspondents are part of our branding strategy. In conjunction to the dissemination of your news, this branding strategy is equipped to fit in all, if not, most marketing plan of events and news.

If you have a preferred correspondent that you would like to invite, send your invitation to [naorococo@gmail.com](mailto:naorococo@gmail.com). *N.B: Transportation and accommodation have to be provided if the event is held in a different country or region of editor's or correspondent's residency.*

# Audience

Art lovers, commissioned artists, architects and designers, art students, and artists who enjoy multi-disciplinary creative projects. Individuals who are concern about climate change, the environment, the impact of artworks that may influence social behaviour and decision-making.

First Quarter 2016 Audience



## Publishing for Students

Students are encouraged to submit an article of no more than 1500 words on their art research project or prototype. Articles must be submitted within the first three months of the completed project. Relevant references must be included at the end of the article to support the writings.

The articles will be reviewed by the editors and reviewers. Author(s) can recommend up to three reviewers of their choice. The recommended reviewers must be experts or have a proven track record of the topic.

Each submission must contain two hashtags and at least one of the topics: architecture, art, climate change, film, interior design, mixed media, paintings and sustainability.

For students, digital publishing on NR is *free-of-charge*.

All rights reserved. For re-publishing of news, write to: [naorococo@gmail.com](mailto:naorococo@gmail.com).

To quote or cite information, acknowledge NaoRococo and The Waterhouse by inserting the relevant URL at the end of your posting(s).