



Released the new domain .archi: Available from Register.it, the company promotes diffusion in Italy

By partnering with the new domain authority, Starting Dot, Register.it promotes the diffusion of the new gTLD dedicated to the world of architecture and assists the Italian professional to better understand the opportunities offered by this new domain extension

Milan, 17 June 2013 - Register.it - the Italian brand from the DADA Group, leader in the domain, hosting, e-commerce and digital advertising market in Italy - seals a partnership with the domain authority, **Starting Dot**, to promote the new gTLD .archi on the occasion of the **Venice Biennale**. Yesterday the new domain achieved the General Availability phase and registration is open to everyone. This new extension distinguishes the email addresses and websites of Italian and international architects, making their professional aspect instantly recognisable. Available for purchase¹ from Register.it, the company also encourages diffusion in Italy.

To promote the new domain .archi, with the aim of transforming it into a “guarantee of quality”, as well as support the Made in Italy brand and the affirmation of the Italian creative community, Register.it will hold a series of **educational activities** to raise awareness of the opportunities afforded by the new gTLDs and .archi. From June through November, in parallel with the Venice Biennale, Register.it will assist architects, agencies, studios, schools, and professional organisations in experiencing the new digital scenario by offering a **communication and marketing plan** dedicated to .archi that will involve their store, social channels and the organisation of webinars (free online training programs).

Created in association with the [International Union of Architects](#) - recognised by UNESCO and representing millions of architects around the world in 124 countries - .archi is **fully dedicated to and strictly reserved for the community of architects and their related organisations around the world** (agencies, associations, schools, media, museums, etc.). The domain will consequently allow instant and global recognition of qualified architects and will increase consumer confidence towards this highly respected profession.

First to step up to the plate are two internationally renowned architects, **Paul Andreu** - the French designer of Roissy Airport 1 and 2 and The National Grand Theater in Beijing - and **Corinne Vezzoni** - who counts among her work the Palais des Festivals in Cannes and the Marseille tramway - whose websites will soon have the .archi extension.

“We are delighted to work in conjunction with the registry of .archi because we are convinced that the new domain will also facilitate Italian architects to be located more easily and to distinguish themselves by clearly indicating their profession with a more visible and easier to remember website. The availability of the .archi domain permits the more than a million and a half architects active throughout the world to take advantage of a dedicated extension that will soon become a guarantee of quality for professionals who will be able to demonstrate at a glance their adherence to the principles of the UNESCO/UIA Charter and thus to the standards globally recognised in the world of architecture.

¹ According to the agreement with Starting Dot, .archi can be purchased from Register.it at only Euro 55 per year + VAT.



Thousands of architects in over 100 countries around the world have already submitted an application in the last few weeks, and now that the domain is actually available, we hope that even Italian professionals will seize the opportunity for growth at an international level," said Claudio Corbetta, CEO of the DADA Group.

For further information:

www.dada.eu

www.register.it

[Facebook](#) [Twitter](#) [YouTube](#) [Google+](#) [Pinterest](#)

DADA Group

DADA S.p.A. - listed on the STAR segment of the Italian Stock Exchange - is a European leader in professional online services. DADA operates in Italy through Register.it S.p.A., historic leader in domain registration services, hosting, brand protection and scalable performance advertising. Register.it offers clients professional services that can be accessed online and managed through simple and intuitive control panels. Register.it was the first domain name registrar in Italy accredited by ICANN.

With more than 520,000 clients and more than 1.7 million managed domains, the DADA Group is one of the top Internet domain registration companies in the industry, managing the online presence of individuals and businesses across Europe. In addition to Register.it S.p.A. in Italy, DADA is present in Spain, the United Kingdom and Ireland, France, Portugal, and the Netherlands with Nominalia SL, Namesco Limited, PoundHost, Register365 and the Amen Group.

Press Office | Burson-Marsteller

Cinzia Trezzi - cinzia.trezzi@bm.com

Cristina Gobbo - cristina.gobbo@bm.com

Tel. (+39) 02 72143543

DADA External Relations

Nicoletta Pinoia - nicoletta.pinoia@dada.eu

Monica Gilardelli - monica.gilardelli@dada.eu

Tel. (+39) 02 54027718



archi

«.archi is the symbol of architects' brotherhood»
Paul Andreu

.archi