

CARAVAN ART OPS

Digital Services for the Art World

CASE STUDY

MURAKAMI/ABLOH SHIRT EVENT

Client

Gagosian

Industry

**Art, Ecommerce,
Event Marketing**

Project Type

**Interactive Digital
Event, Heavy Traffic
Logistics**

Technologies

JavaScript

Vae

Payment Portals

The Brief

To create a bulletproof online event and distribution logistics for the release of a limited-run t-shirt from iconic artists Takashi Murakami and Virgil Abloh.

The Outcome

The full-run of shirts sold over the course of three distinct online events with no downtime and a rewritten checkout process to enable VIP sales, prevent fraud and accelerate sales.



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Key Features

Separate VIP-Exclusive Access and Public Event

Supports massive digital traffic influx

Real-Time Fraud Detection

Inventory Tracking

Streamlined Checkout

The Project Story:

In 2018, Gagosian's Beverly Hills Gallery ran a limited offering of a shirt collaboratively designed by Takashi Murakami and Virgil Abloh, two living legends of art and design. Gagosian enlisted Caravan to prepare a microsite for the event that could support a number of specialized features.

Requirements included VIP-only access, fraud detection, real-time inventory management, and the capacity to handle punctuated periods of extremely heavy site traffic and orders.



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Requirements

Tight coordination with online sales, marketing campaign, gallery personnel and inventory lists

Strict limits on number of shirts per customer using Name/Email/IP identifiers

Round-the-clock availability for rapid response

Caravan's Plan:

Considering the high stakes of the event (originally scheduled for an exclusive 12-hour window in October 2018), we dedicated significant resources and manpower to monitor site activity both in the run-up to the launch and during the event itself.

While automation is usually our preferred method, in this instance Caravan's decade of experience indicated the need for the creation of systems that combined automated processes with hands-on monitoring and reporting. This ensured that we would be responsive, responsible and quick to optimize the experience as needed.



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Step by Step

**Discovery/
Information Architecture**

Static Design

UX Flow Visualizations

Tech Research

Front-End Dev

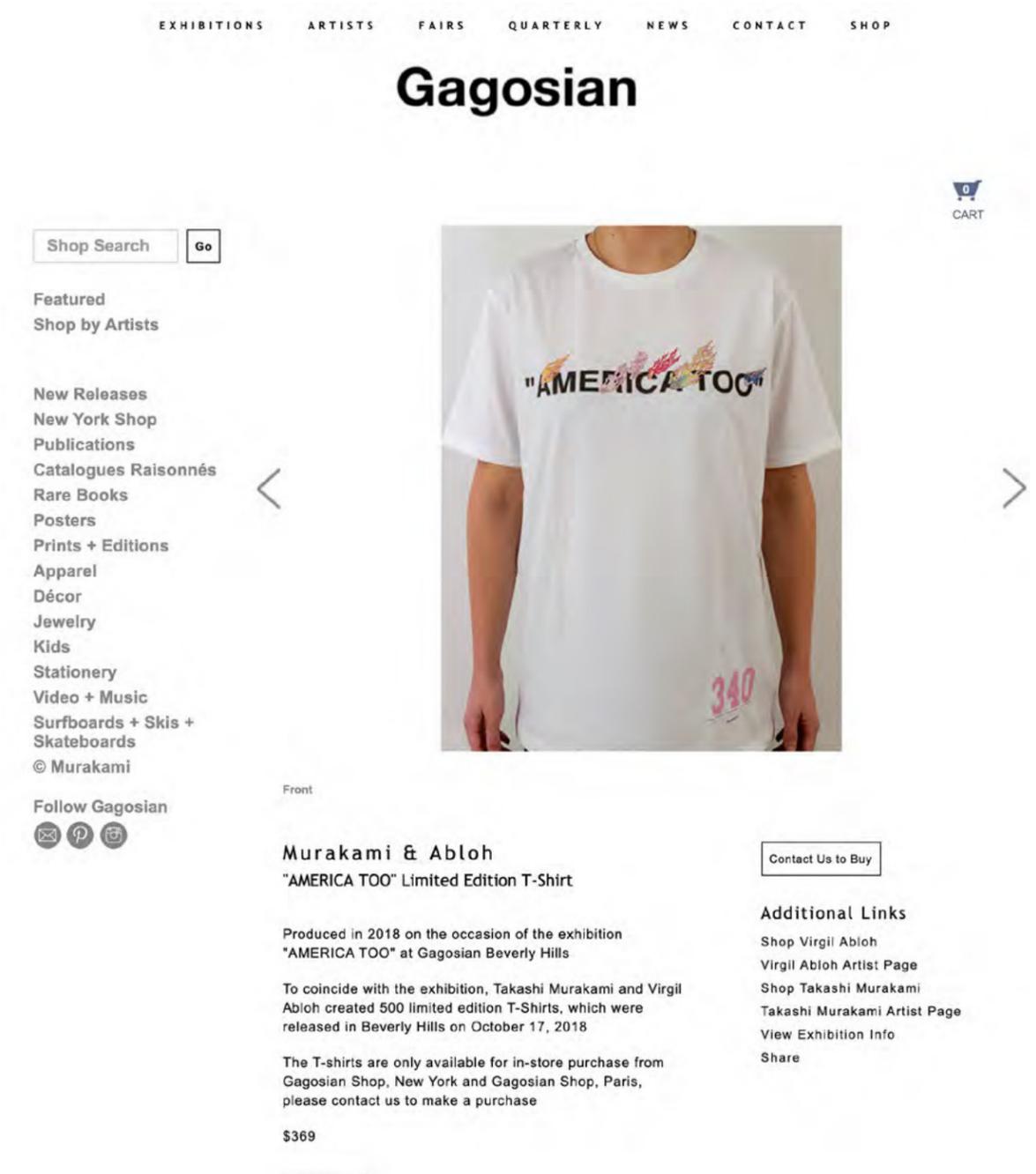
CMS Integration

Testing

Deployment

Our Process:

Working closely with the client, we designed and scripted a robust solution on a staging server and undertook rigorous testing. As the event approached and parameters evolved, we prioritized and restructured to meet client expectations while launching the work on a tight deadline. Additionally, we isolated fragments of the new microsite's functionality that could work globally across Gagosian's site and deployed them to deliver general improvements.



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About the Client

Gagosian is a contemporary art gallery owned and directed by Larry Gagosian. The gallery exhibits some of the most influential artists of the 20th and 21st centuries. There are 16 gallery spaces: five in New York; three in London; two in Paris; one each in Basel, Beverly Hills, San Francisco, Rome, Athens, Geneva and Hong Kong.

About Caravan

Caravan solves business problems with data, design, and technology.

Over the past 9 years, CARAVAN has worked with some of the most renowned art institutions, artists, and galleries to help market celebrated artists and art exhibitions across the world, enabling the sales of millions of dollars of art and related merchandise online. Contact us today at info@crvn.net and <https://crvn.net>

Measuring Success:

The event (initially a VIP sale that was followed by a public sale due to the success of the original run) ran smoothly in terms of site performance, logistics, fraud detection, and fulfillment. Grossing over \$100K in sales in just 12 hours on this single product alone, Gagosian found this to be a successful model for future online sales events.

