



ARTUSIAST

CURATED  
COLLECTING

Press Release

***Artusiast goes international* – The online art start-up Artusiast starts long-term cooperation US auction house Swann, Italian auction house FarsettiArte and Swiss art publisher Ink Tree Editions, as new partners**

Berlin, June 25<sup>th</sup>, 2014

Artusiast establishes its position in the global online art market through the long-term cooperation with two new high-class partners. The new associates provide additional artworks and expertise, thus strengthening the position of the curated online market place.

The New York based auction house Swann is the largest specialist auctioneer of works on paper worldwide and will enrich Artusiast's stock with works from the categories prints, watercolours and drawings. "Through the collaboration with Artusiast, we are able to market our objects internationally. This possibility will be a huge advantage for us", says Nicholas Lowry, CEO of the company. "Through our cooperation with Artusiast, we can increase our client base, especially in regard to a younger audience", states Sonia Farsetti, associate and CEO of FarsettiArte. With artists such as Pablo Picasso and many other modern and contemporary masters, FarsettiArte will provide Artusiast with additional impulses as well as expand its most important art categories.

With top-class works by artists such as Doug Aitken and John Baldessari, Ink Tree Editions provides an amplifying of the editions category. At the same time, the company helps Artusiast to promote a vision – to make great art accessible to a wide audience. The editions are being published in small numbers, making it possible for aspiring collectors to acquire a work by a noted artist for a good price, hence taking the first step towards building their own art collection.

"The acquisition of new partners indicates that our services are being well received in the art market. We are especially happy to be taking important steps on our way to a successful internationalization of our business model", explains Christian Boros, co-founder of Artusiast. The curated online marketplace is already working with renowned galleries and auction houses such as Kunsthau Lempertz in Cologne and Galerie Knust in Munich.

**About Artusiast:** Artusiast is an online market place and community for a new generation of art enthusiasts and collectors, working with noted auction houses and galleries. Customers can easily acquire high quality works of art from renowned artists, which are curated by categories in a clearly arranged shop. Besides buying art, art lovers can gain exclusive insights into the minds of great collectors through collector interviews. This way, aspiring art enthusiasts can learn what motivates collectors in order to get inspired and to receive new ideas and suggestions for their own art collection. Art historians can be contacted if needed to provide advice in regard to artists, techniques and other relevant subjects.

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