



ARTJAWS, A FRENCH MARKETPLACE DEDICATED TO ARTISTS

ARTJAWS DEVELOPS ITS BUSINESS MODEL AFTER A SUCCESSFUL LAUNCH

Successfully launched in December 2015 by the start-up Art2M after an initial investment fund of 500,000 euros from AXA Strategic Ventures, ArtJaws [www.artjaws.com] is an online art sales platform that offers artworks selected by exhibition curators and acquisition consulting services. The first collections focus on popular arts: digital and outsider art, giving collectors and investors the opportunity to acquire works by artists whose reputation is on the rise.

As France's first marketplace dedicated to artists, ArtJaws targets the international art market, offering buyers direct access to artworks and artists who are icons of pop culture and digital arts. The website is currently bilingual in French and English, and by late 2016 will also be available in Arabic, in order to develop sales and its network of collectors based in the Middle East and the Arab-speaking world. For the first time, ArtJaws is making accessible to a wider public artworks that are rarely seen in traditional distribution channels, featuring limited editions and world exclusives from international artists.

AN INNOVATIVE BUSINESS MODEL FOR ARTISTS AND COLLECTORS

ArtJaws acts as a transparent mediator on behalf of artists and oriented toward art buyers. As a genuine online artist studio, ArtJaws pioneers an innovative model that breaks with the conventional contemporary art market system by giving artists direct access to collectors.

■ ONLINE ART MARKET IN NUMBERS

In 2014, art sales reached 3.3 billion euros, or 6% of the total value of art market sales. Furthermore, according to the Global Survey of Collectors led by AXA ART in 2014, 14% of those surveyed collected artworks related to new media, under the category "installations & videos".

(* Source: TEFAF Art Market Report 2015)

ArtJaws is truly a marketplace for artists. Artists are at the heart of ArtJaws's model, whether they are independent, represented by galleries, commissioned by institutions or simply emerging. This disruptive model revives the conventional distribution networks of the contemporary art market, while guaranteeing diverse artworks as well as fair and equal treatment among artists both emerging and confirmed.

By placing artists at the center of its commercial process, ArtJaws allows French art lovers and collectors to benefit from reduced taxes, while corporations will also gain fiscal advantages by acquiring original artworks by living artists.

ArtJaws founders

ArtJaws is co-founded by Anne-Cécile Worms (founder of Art2M, cultural magazine *MCD*, renowned pioneer of digital art in France and internationally) and Anne & Julien (founders of the art journal *HEY! modern art & pop culture*, pioneers of the "great return of figurative art" in the fields of contemporary art, exhibition curators, European experts in tattoo art, most notably curators of the "*Tatoueurs, tatoués*" exhibition at Quai Branly museum in Paris, which in 2016 will travel to Toronto, Canada).



PREDICTING CHANGES IN ARTIST RATINGS

■ Popular arts a part of contemporary art history that can be correlated with the history of street art

Much like graffiti art in 1990, popular arts are still poorly known to collectors today.

In 1985, few experts worldwide recognized artistic value in graffiti artists.

In 1990, a handful of collectors took interest in the movement and acquired works that were still unknown or under-appreciated.

Over the next decade, major collections opened up to the two movements of graffiti and street art. In 2005, the price of the artworks bought 5 years earlier skyrocketed.

Today, street art is among the most profitable immediate investments on the art market.

For its collections, ArtJaws solicits prestigious curators—major personalities, whose expertise in specific fields is a reference in the art world. Acting as specialized art advisors, their unrivalled experience and networks ensure that the artists they present and defend on this platform will soar in the following 5 years.

ArtJaws is convinced that the artworks it presents will increase in value over time, following a wide range of prices and focusing primarily on trendsetting works through thematic and temporary collections, as well as a permanent collection.

In the field of digital art, artists have been experimenting for years with crossovers between the biological body and new technologies, pushing the limits of the living self. The “Augmented Body” collection presented by Anne-Cécile Worms offers for sale a wide panorama of rare works around the body (augmented, digital, robotic, utopic...). ArtJaws is confidently investing in the exponential development of this specific territory, in order to accompany its growth within the art market and firmly reaffirm its artistic legitimacy.

In counterpoint to the “Augmented Body” collection, ArtJaws is also presenting a temporary collection of outsider pop dedicated to tattoo art. Previously considered exclusively as a subject of anthropology, ethnology or sociology, this new field of art is currently being re-evaluated and gradually integrating the contemporary art market. As experts recognized by museums, Anne & Julien have for the first time made available for sale artworks signed by the best artists of the genre.

ArtJaws offers its users two contemporary art fields that are bound to yield an important return on investment. Parallel to the collections, ArtJaws offers its commissioned “Artist Projects”: limited editions and unique objects by artists designed for the limited “ArtJaws Collectors” series.

AICA France (international association of art critics) partners with ArtJaws

As a partner of AICA, ArtJaws users can better apprehend and control their purchases. In addition to discovering artworks and artists, buyers can also access content designed to inform their choices in building their collection. AICA will provide editorial content to ArtJaws, in the form of commentaries and analyses of artworks and artists’ careers, themes raised by the collections... thus augmenting the ArtJaws platform with editorial contributions from the most renowned international art critics.

About Art2M

Art2M is a young innovative enterprise (J.E.I) specialized in producing and distributing exclusive or custom digital artworks of innovative design. With digital cultures at the heart of its process, Art2M offers its clients (advertising agencies, institutions, corporations and private organizations) innovative branding communication and always connected events.

In 2014, Art2M launched Makery, the media for all labs, recognized as an online media organization.

For more information: www.art2m.com / www.makery.info / www.artjaws.com

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