



News

## TheArtists unveil three exclusive art collections

Curated by Gregor Hildebrandt, Slavs and Tatars, and Maya El Khalil, TheArtists launches its online marketplace for art, unveiling three new unseen collections from 25 unrepresented artists.

by STIRpad

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**TheArtists** is a brand new online platform for independent artists that revolutionises the traditional art markets and existing gallery models. It gives unrepresented artists and art contemporaries a platform to showcase and commission their work, while also providing absolute financial transparency. With a bold mission, TheArtists have set out to give a voice and visibility to upcoming artists who lack the infrastructure to expedite art careers. Inaugurating the launch of the online platform, three unseen collections will be made available on TheArtists website where the artworks can be purchased. The initial three collections display the works of over 25 international artists, curated by German artist Gregor Hildebrandt, art collective Slavs and Tatars, and UK-based curator Maya El Khalil. TheArtists also provides adequate marketing and documents the processes of the artists in order to represent their stories and ideas with utmost ease.

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Rafal Dominik, (Deep Stress), Edition 1/30, 2021 - Pigment Print on Paper (Framed)  
*Image: Courtesy of A R T Communication + Brand Consultancy*



Gemma Solà-Sotos, La reina del burlesque, 2021 (Unique) - Acrylic, Charcoal and Oil Pastel on Canvas  
*Image: Courtesy of A R T Communication + Brand Consultancy*

With an entirely transparent business model, TheArtists reinvest 40% of the revenue into the platform itself. 65% of the revenue is given to the artist, out of which 5% is kept in a communal fund for all the artists and finally, 35% is redistributed across the platform to grow. TheArtists plan on further unveiling four different collections with international artists and revered curators and art thinkers, with a vision of creating an online breeding ground for the world of international art. Further, the platform aims to expand its presence through physical exhibitions where both upcoming and established artists will showcase their work. Keeping in line with their foremost motto to promote young creatives, they also offer educational support and training to artists and curate studio visits and workshops for them in order to create a holistic learning environment.



Jaemin Lee, Sadae Chungwang I (TAL series), 2019 - Acrylic, Wood, Metal, Crystal Beads, Varnish  
 Image: Courtesy of A R T Communication + Brand Consultancy



Stane Jagodič, Sadist's Tin, Edition 1/25, 1972 - Digital Print of Assemblage (Framed)  
 Image: Courtesy of A R T Communication + Brand Consultancy

The first collection, curated by German artist Gregor Hildebrandt, showcases over 200 different works done by 15 students and mentees from the Academy of Fine Arts in Munich. Passionate about his teaching, he focuses more on his students' passion instead of following a set curriculum. With these ideas in mind, Hildebrandt has curated 200 works that put forth this passion to build and create something new. The second collection is previewed by the international art collective, Slavs and Tatars. The art collective primarily focuses on Eurasian artists and art works, and presents over a 100 pieces done by five Eastern European artists from [Poland](#), [Slovenia](#), [Belarus](#) and [Germany](#). Slavs and Tatars have showcased their work internationally including cities like [New York](#), [Istanbul](#), Zurich and more. The final collection curated by pioneer exhibitionist

Maya El Khalil showcases the works of emerging artists from the Gulf region art scene. El Khalil curates the work of four emerging artists under the age of 30 in order to represent design from the [Middle East](#).



Sarah Brahim, Morphology, b, Edition 1/5 + 1 AP, 2021- Photography (Framed)

*Image: Courtesy of A R T Communication + Brand Consultancy*

TheArtists was created by Maren Brauner, Martin Heller, Michael Oswald and Beat Raeber; professional in the world of art in order to disrupt the difficulties faced by upcoming artists. In a mission to bridge the gap between the material and the artistic processes, TheArtists performs with full transparency and without discrimination in order to provide a fair platform for their artists.

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