

MARCH 12, 2022

# TheArtists: A Non-Profit Platform Showcasing Emerging International Artists

KATHRYN SHANKS



With selections compiled by renowned international artists and curators, this platform supports and publicises artists without gallery representation.

TheArtists is a platform that aims to increase the accessibility of the art world for artists and consumers alike. Founded by four professionals long intertwined with the art world, TheArtists connects all art lovers with contemporary talent, providing a platform for artists not only to sell their works but also to develop their careers in the art industry.

The core purpose of the platform is to support artists by 'giving them a voice and visibility', providing a place where people all over the world can get access to their art as well as insight into the artists themselves. The founders of TheArtists include Beat Raeber, long-time supporter of contemporary arts; Michael Oswald, Creative Director of OSW; Martin Heller, a lawyer and consultant for artists and galleries; and Maren Brauner, a curator, art mediator, and editor. The four were later joined by curator Julie Delnon, while a variety of renowned experts serve as guest curators for the site's selections.

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These limited-time selections are themed groups of artists whose works are available for purchase on TheArtists, through which each artist receives **65% of sale proceeds**. 5% of this cut is put into a community fund, which is divided equally between all the artists in the selection; in this way, it's individually and collectively beneficial to be part of a selection. Current selections include Professor Gregor Hildebrandt's selection from the Academy of Fine Arts Munich, the art collective Slavs and Tatars' selection, and Maya El Khalil's curation of Saudi Arabian artists.












Each collection includes a variety of artists with varying styles, each with a bio on the website as well as access to individual coaching and mentoring to help induct them into the professional art market. The ultimate goal is not only publicity for these artists, but to enable them to proceed independently in their careers through experience and networking. With diverse selections of emerging artists, the platform is a great way for experienced art collectors to discover new talent or for amateur collectors to get their own collection started – all with full transparency and fair contractual terms for the artists involved.

TheArtists is an amazing platform increasing accessibility to the art world for artists and consumers alike. The non-profit is a bold alternative to the traditional, gallery-based art market, endeavouring to provide an inclusive, fair, and transparent platform for emerging artists across the world.

**Photo Credits:** *TheArtists*

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THE LUME:  
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Never Before

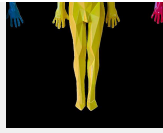


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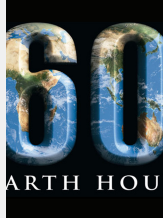
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friendly  
Aspire Vero  
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releases a  
collaboration  
with artist  
Andy  
Thomas







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and the  
Lightworx  
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Open in  
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This  
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## Lastest Feature

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Three featured content thumbnails are displayed in a row. The first is a podcast episode titled 'ASPERPODCAST' with 'EPISODE 17' featuring Gabriel Perera. The second is a beauty article featuring a close-up of a woman's face. The third is a fashion article featuring a woman in a bright yellow dress and another in a black dress with cut-outs.

MARCH 31, 2022 · PODCAST · 2 MIN    APRIL 4, 2022 · BEAUTY · 3 MIN    APRIL 1, 2022 · FASHION · 2 MIN

In this Episode    New Beauty    Cut-Outs are  
Gabriel Perera,    Products Worth    Here to Stay, So

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Health discusses  
sleep with Sports  
Scientist and  
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