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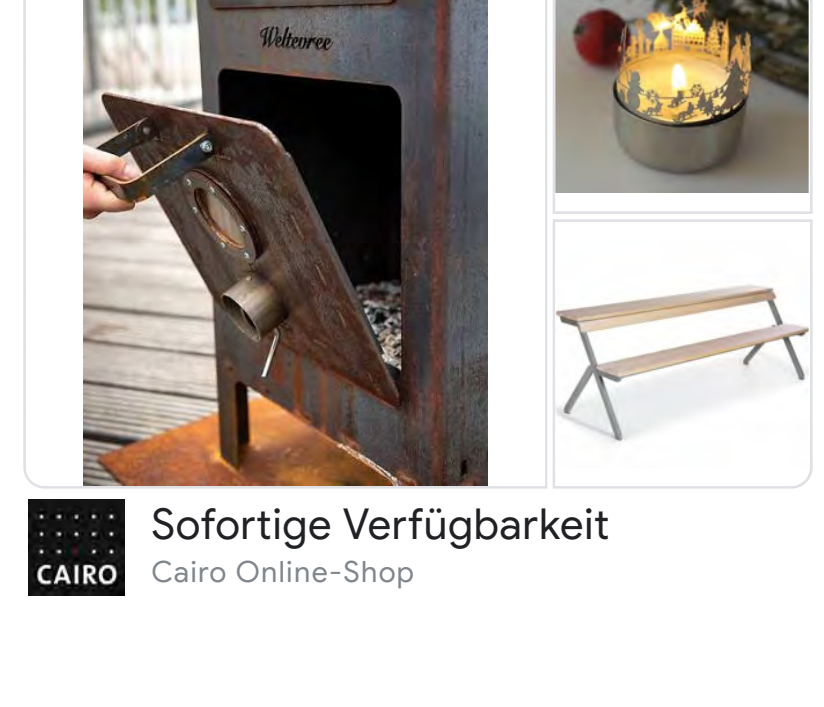
New Online Gallery TheArtists Is All Set To Herald A Digital Revolution

TheArtists presents an exciting opportunity to discover and invest in emerging global talents

by Amy Bradford, Images courtesy of TheArtists.



Saudi artist Bashaer Hawswawi.



Visiting big galleries, [art fairs](#) and [auction houses](#) isn't always the best – or the most ethically transparent – way to buy art. Step forward the online art gallery, TheArtists, a new non-profit initiative that puts enthusiasts directly in touch with emerging talent. It sells an ever-changing selection of works via its digital platform, as well as organising exhibitions on location, and studio visits that allow audiences to see creatives at work. The idea is not just to publicise the work of artists who don't yet have gallery representation but also to nurture the next generation financially – and, hopefully, bolster the health of [the art market for the future](#).



Afra Alsuwaidi, Round 03, 2020



Afra Alsuwaidi, Sweet, 2021

The platform was founded by five Swiss and German art professionals who share an original way of thinking. They include Zurich gallerist Beat Raeber; curators Maren Brauner and Julie Delnon; Michael Oswald, owner and creative director of Basel interdisciplinary design agency OSW; and Martin Heller, an art lawyer and specialist in cultural management. Together, they work with a variety of experts to select work by new names, with edits presented online for a short period of time.



Sarah Brahim, Astral Distances, 2021



Bashaer Hawswawi, Qanfagar, 2021

Buyers can be assured that they are investing responsibly: the collective operates sustainably, using recycled packaging wherever possible, and represents a variety of nationalities and faiths, with a special emphasis on foregrounding women artists. What's more, sixty-five percent of sale proceeds go directly to the artists, of which five per cent goes into a community fund that's shared equally between the members of each selection.

Just Like This New Online Art Gallery, The Middle East's Leading Art Fair Is Putting Its Faith In The Digital Dimension



Detail from Playground, 2019, by Aziz Jamal

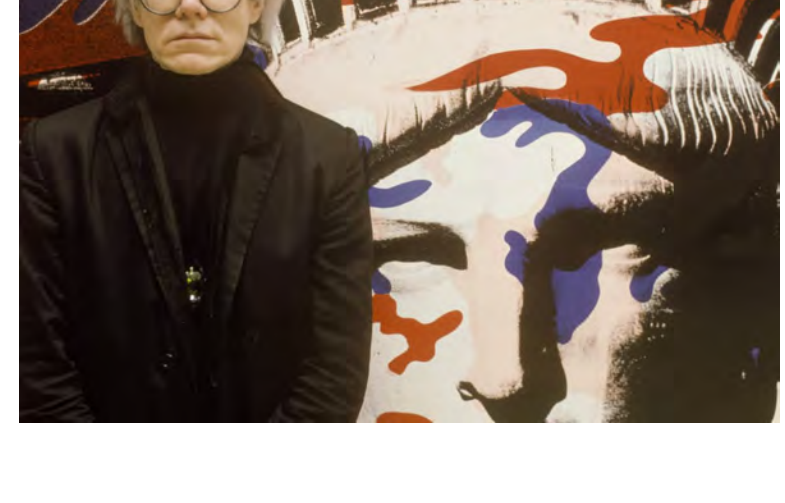
For its launch, TheArtists has collaborated with three curators, whose choices prove that contemporary art can be affordable as well as innovative. German artist Gregor Hildebrandt and European collective Slavs and Tatars are accompanied by UK-based curator Maya El Khalil, founder of Jeddah's Athr Gallery. For the past decade, she has helped to shape the identity of the Middle East's burgeoning contemporary art scene. Her picker for TheArtists features four exciting Gulf artists under 30, including choreographer Sarah Brahim and sculptor Afra Alsuwaidi – original choices every one. [TheArtists.net](#)

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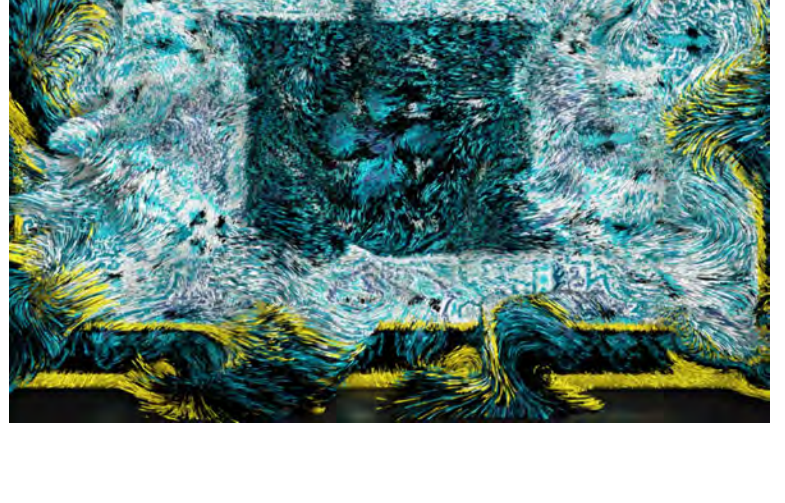
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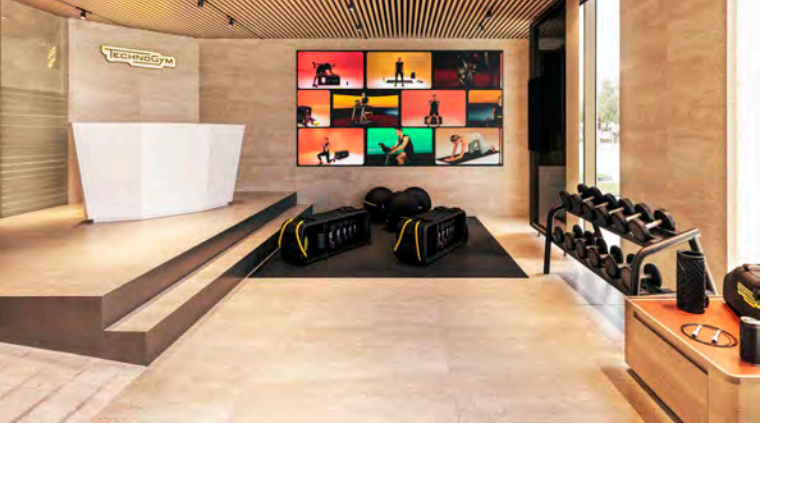
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