

ArtAndOnly's Approach Remains Unique In a Booming Online Market

FOR IMMEDIATE RELEASE May 19, 2016

Media Contact: Frédéric de Senarclens, frederic@artandonly.com

Geneva, Switzerland – Two major recent reports confirm that the online art market is booming. Art insurance company Hiscox, with art market research firm ArtTactic released findings; “Fueled by the expansion of a number of online platforms, online sales jumped 24% last year, to a high of \$3.27 billion.” In addition, data released by Invaluable (March 2016) found that nearly 44% of art buyers under 65 now find new work online and via social media – up 9% from last year and noticeably greater compared to 16% from traditional galleries.

The art market has shifted online and we're seeing a number of players jumping onboard. However, simply having a digital platform is not enough, and this is where ArtAndOnly really shines. Founder and Chief Curator Frédéric de Senarclens uses his extensive experience to truly differentiate ArtAndOnly from its competitors by taking a highly-selective, curated approach to choosing works and then adds a full-service, personal experience throughout the process. “An online platform should not be one-size-fits-all. Collectors want real advice, private viewings, and the ability to discuss the work at length. Many of our competitors use an impersonal and risky auction model or hope for transactions after an art fair. From the very beginning we created ArtAndOnly to be unique by providing a gallery experience with a global reach” de Senarclens said.

It is precisely this kind of experience and service that puts ArtAndOnly in an enviable position. For example, the recent merger between Paddle 8 and Auctionata revealed the partnership was necessary for Paddle 8 to get a foot in the European market, while Auctionata needed drop-shipping abilities and an integrated global payment system. All of which ArtAndOnly proudly has had since day one. “We are able to both influence and respond to the market differently than others and therefore immediately provide a unique advantage to collectors and artists” said de Senarclens.

Another way ArtAndOnly quietly remains ahead of the curve is with its extensive social media presence and vocal online community. This new level of engagement goes way beyond simple clicks and likes; it allows ArtAndOnly to make valuable connections and directly engage in conversations. “There has never been a more critical time for our industry to prepare and execute digital strategies that engage, inspire and capture the next generation of art buyers” said Rob Weisberg, Invaluable CEO.

ArtAndOnly clearly provides an experience, not just a transaction. Their innovative approach effectively engages people, works, and perspectives by connecting the dots between all of these things to ultimately, push the market forward.

You can join the ArtAndOnly network today, and find out more at www.artandonly.com

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