

VELVENOIR

ART x INTERIOR - An international network takes contemporary fine art out of the white-cube and incorporates it through international showroom collaborations within high-end interior design concepts – to create an experience worth exploring!



Taking contemporary art out of the “white cube” space and placing it into high-end interior design concepts to allow collectors to experience art in a completely new way and to gather everything from one trusted source.

“Since the mid-twentieth century, the white cube has had a profound impact on the way art is exhibited and viewed. While this mode of display has punctured the history of art, there has been a notable resurgence of interest in recent years in the unique relationship that exists between art, architecture and design. Offering clients an international art portfolio, we strive to remold the way art is experienced.” – Ariane Belise, Managing Director AIB Advisory and Brand Ambassador London VELVENOIR

Through ART x INTERIOR the international network behind VELVENOIR is redefining the modern lifestyle in interiors, offering a curated selection of contemporary art placed in designs that are beautifully made, which tell a story of authenticity and integrity. This innovative concept established in the beginning of 2017 is an open invitation to discover contemporary art outside of the ‘white cube’ space and a special showcase of works of art within the ambience of an exclusive interior showroom.

“Through international collaboration, we are now able to offer clients, our international art portfolio directly through our international interior design partners. The curated selection of art placed within the design concept of the showroom invites clients to experience contemporary art in a completely new way. For me, it was essential to collaborate with strong partners, who truly understand the power of contemporary art in design as well as to push the boundaries on how clients experience art.” – Alexandra Schafer, Managing Director VELVENOIR

The ART x INTERIOR collaboration started with Alexandra Schafer, Managing Director, VELVENOIR, describing her vision for a contemporary art placed in a high-end interior design space. „Interior designers should be part of the selection process when designing the home of their clients“, says Schafer. The first cooperation started with Jürgen Hamberger, Creative Director, steinger.designers. Together, both firms

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launched the first ART x INTERIOR exhibition. The concept now, has been established as an outstanding collaboration that breaks the boundaries on the traditional ways to experience art.

Art consultant Alexandra Schafer (VELVENOIR) and her the international experts she works with selected each piece to include a melange of site-specific installations and carefully considered fine art pieces that complement the entire concept. The curated collection holds works by an international array of museum standard established and emerging artists.

The core behind the ART x INTERIOR concept, offers a wide-ranging, in-depth knowledge with a clear understanding of the power of art to add ambience, sophistication and personality to a well-designed interior.

Through the latest collaboration established during the ART x INTERIOR launch, our partners offer now the networks in-house art consultancy, the international VELVENOIR network, to incorporate fine art into their clients' designs. The solutions that are realized are always luxurious and extravagant, individually customized to match each client's desire. To tailor each project to each client, the network will assist the team on future projects to make unique artworks from international emerging and established artists available, to create projects with a personal and unique aesthetic and share those among their international collectors and partners.