

## PRESS RELEASE

**VELVENOIR and its international Network of art consultant, advisors and curators are changing the way interior designers source art for their clients' project.**



*...because ART makes a difference, VELVENOIR and its international network of art consultants dedicated themselves towards the interior design industry to assist interior designers on a day to day basis to source and incorporate one-of-a kind artworks from established and emerging career artists in various hospitality, commercial and residential projects.*

The gap between art and interiors has never been narrower. Interior designers starting to work deftly on a whole scheme around a single, powerful masterpiece in a client's collection or a piece sourced for the client.

The relationship between art and interior design is rapidly changing. Collaboration and cross-fertilization are now at the heart of the art-design nexus. Art placed within a design concept is refreshing, unbounded and personal different to the design approach art doesn't have to function it makes the design work.

Boundaries are dissolving and designers are now working with an increasingly sophisticated client base who appreciate that art is a central to a dynamic interior, providing context and meaning that underpin décor and the paraphernal of life. **Through the international network behind VELVENOIR, interior designers are now able to work with the network as their in-house art consultancy when sourcing and proposing art for their clients.**

*"Through our constant growing fine art collection, we are able to assist interior designers and their clients to find the perfect piece of art without visiting various galleries and art fairs. Through the art proposed and installed within the interior we're trying to create spaces that can't be duplicated and are one of a kind."*  
– Alexandra Schafer, Managing Director of VELVENOIR

*"The VELVENOIR Network gathers a body of young female art specialists worldwide that together, shapes outstanding art x interior solutions, which engage with space and convey inspiring experiences to art collectors and design enthusiasts alike."* – Claire Alliot Soto, Managing Director Paris Palma Art Advisory & Brand Ambassador VELVENOIR, Spain

Art plays a central role in today's luxury interior design. Collecting is on the rise, and clients are increasingly looking for an interior design professional with the know-how to use their art collection as the crux of an entire concept, who can add to their collection, too. And architects and interior designers are happy to oblige – many are either art collectors themselves, or some decided to collaborate and partner up with an art consultancy firm to ensure the clients receive everything from one trusted source.

VELVENOIR and the international network behind works with interior design firms across the globe and incorporates together with the design teams' cutting edge contemporary art pieces that enrich the space and inspires the client.

# VELVENOIR

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*“The importance of art in design is, for many designers and clients alike, one of the most important factors in design. The whole design process can sometimes be worked around a clients’ artwork. VELVENOIR is a great new global platform and online gallery that will help clients find designers, whose past work shows how they can and do incorporate and work around artwork in a residential and commercial design setting. I think that VELVENOIR will soon rise to be one of the most important and valuable ways for clients and designers to find each other.” – Nick Lee, Niche PR London*

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**Notes to editors:**

VELVENOIR is an independent international art consultancy / advisory with monthly curated art collection and an international network of art experts. VELVENOIR combines an infinitely strong passion for original art with strategic concepts and expertise, to deliver first-class bespoke art consultancy and advisory services across the globe. We work with our clients as a team and materialize their vision into a tailored creative and original art collection – taking into account all aspects of the financial and aesthetic requirements, without exception. As we heavily believe in a complementary relationship between art and interior design, we aim to create a seamless and coherent experience in all our hospitality, residential and commercial projects.

Founded in the heart of Salzburg, Austria, by Alexandra Schafer, with the vision to transform spaces into a personal experience by sourcing and displaying original contemporary artwork, with the support and advice of expert consultants. The company has continued to grow internationally and developed itself as a niche agency that focuses on clients in the art, real estate, interior design and hospitality industry. VELVENOIR and its international network seek to develop and execute an art concept that inspires and engages clients through contemporary art. It is of utmost importance to us at VELVENOIR to share the significance that original art has and how it transforms a space into having a mood, tone and atmosphere. By helping our clients chose and acquire art, we endeavor to enhance their interiors into fully developed, aesthetic and emotional experiences.