

VELVENOIR

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FOR IMMEDIATE RELEASE

ABORIGINAL ART EXPERT JOINED THE INTERNATIONAL VELVENOIR NETWORK

A curated selection of contemporary Aboriginal art is now exclusively available through VELVENOIR. Artwork is vetted by art advisor Miriam Grundy who joined VELVENOIR to support the network and clients with sourcing exceptional contemporary in an ethical and informed way from remote Aboriginal communities across Australia.

VELVENOIR, international art consultancy and concierge, today announced the latest collaboration with Aboriginal art specialist and advisor Miriam Grundy to make Aboriginal art available at a global level with expert advice and guidance.

The demand for Aboriginal art has increased over the years, therefore VELVENOIR decided to add a curated selection of contemporary Aboriginal art and a specialised art advisor to its concierge services. This enables VELVENOIR to offer a broader spectrum of art services. For this collaboration, VELVENOIR brought an expert on board to ensure the art is ethically sourced and acquired from community owned and operated art centres, where one exists in the region, or from galleries that source the artwork from these centres and who are signatories to the Indigenous Art Code.

"It was vital for us to bring on board an Aboriginal art expert who is committed to providing ethically sourced aboriginal art and is an expert in the field to guide our clients with the acquired know-how and expertise through the market." Alexandra Schafer – Managing Director, VELVENOIR

"I am committed to the best-practice acquisition of Aboriginal art, I prescribe to a strict set of ethical, cultural and critical criteria that ensures artists benefit directly from all sales and the artworks have the critical calibre, aesthetic qualities and cultural connections that further the understanding and appreciation for Aboriginal art within the wider contemporary art community. To the VELVENOIR Network, I will bring a curated selection of Aboriginal artists from various remote regions whose work I considers to be some of the most compelling artists working today." – Miriam Grundy, VELVENOIR Art Advisor Sydney / NYC with the focus on aboriginal art

Through this collaboration, VELVENOIR and its international network of art experts are able to offer contemporary Aboriginal art carefully sourced and made available through our expert, which allows our clients to acquire the art directly with VELVENOIR and has the guidance of Miriam Grundy to ensure a smooth process.

About VELVENOIR

VELVENOIR is an **international contemporary art consultancy and concierge**, focused on residential, commercial and hotel clients. We pride ourselves in implementing the highest quality of service and providing unique artwork to build and elevate a beautiful space. We recognize each project is unique and will provide comprehensive project management from concept visualization to installation of the art on-site. Over the years, we have built professional relationships with artists and art consultants across the world. Through our **international network**, we offer various mediums and forms based on an in-depth understanding and appreciation of each artist's individual practice. The international network consists of art consultants, advisors, and curators, working independently on various projects and collaborating with the network to ensure an outstanding outcome for all our projects. velvenoir.com

NOTES TO EDITORS

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