

VELVENOIR

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Alexandra Schafer – turning the art and interior design world upside down and making her mark on both industries with her business venture – VELVENOIR.

...because ART makes a difference, with this slogan, Alexandra Schafer opened her art consultancy firm VELVENOIR after living in London and Sydney and working for major hospitality, event and PR firms. During her time, she developed a deep understanding of the importance of interior design and art and made it her mission to share her experience through VELVENOIR online and offline together with the international network she partnered up.

The Idea for VELVENOIR evolved back in 2013, in the middle of the Australian desert – Alexandra, stumbled upon unique artworks, created by an Aborigines couple in a gallery close by Alice Springs. She was mesmerized by the body of art created and couldn't resist sharing her experience with her closed ones. After moving, back to Austria she launched the online gallery velvenoir.com. Velvenoir.com was the vehicle for making art accessible and to share a curated selection of contemporary artists at a global level. Within the years, VELVENOIR, evolved from an online gallery to an international art consultancy and concierge that works with an international network of curators, advisors and art consultants on various projects together, to share how contemporary art impacts the space and remind collectors, interior designers and aspiring collectors about the importance of original art from an career artist – about the personal statement that can be found in a piece of art. The firm has one mission in mind to make a difference with art and interior design and share the unique connection online as well as offline.

The desire to create the brand VELVENOIR originated not only from Alexandra Schafer's passion for art and her devotion to design, but also from her realisation that contemporary art and interior design should go hand in hand right from the start.

"A core of international art consultants has come together to shape outstanding and inspiring ART x INTERIOR experiences for art collectors and design enthusiasts alike. The VELVENOIR Network gather a body of young female art specialists worldwide, that I am honored to be part of." Claire Alliot Soto, Paris Palma Art Advisory

Alexandra Schafer grew up in Salzburg, Austria and has been traveling with her family throughout her childhood before studying and working within the event & hospitality industry in London and Sydney. Alexandra's exposure to richly diverse cultures informs her entire approach and unique ability to translate each client's desire into a tailored art collection proposed by her and her team. She gained invaluable experiences and insights throughout her years living in London and Sydney and brings those unique elements and inspirations within her work today. Throughout the years, she worked for companies such as Four Seasons, David Jones, Merivale, HSBC, Sportsworld, The Star Sydney and many other boutique hotels.

A clear understanding and passion for international collaborations have led Alexandra to partner with the best in class experts across the globe, who share believe that there is a unique connection only original art can contribute to the property! A network, which allows her to bring collaborate with experts as well as assist her in curating and growing the outstanding art collection VELVENOIR has to offer for their international partners and clients.

Through VELVENOIR she developed a brand that incorporates the personal approach in hand with technological advantage to ensure the firm is able to deliver any request from an artwork which should go into a residential project, a bespoke installation for a boutique hotel or a blue chip artwork – VELVENOIR due to its international collaborations is able to fulfill any art related desires by the international clients who love working with the network.

"Collaborating with our international network allows us to offer a variety of services with experts supporting us along the way, in order to ensure an outstanding outcome for each project we and our network starts working on. Our International approach, partners and constant growing fine art resources enable us to offer an art consultancy firm with a difference to achieve results beyond clients' expectations." – Alexandra Schafer



VELVENOIR

Each property has a unique story to tell. Working with various property developers around the world, we communicate their vision and story through our art concepts, from the big picture down to the finest detail. The outcome is an experience clients can't wait to live in.

"I like changes and challenges, offering more than just a great service – I want to be able to share the cutting-edge projects we've developed with professionals and clients around the world – to experience the connection of art and interior design in a complete new way; therefore I decided to move forward from the online gallery once started into the field of art consultancy and concierge services - where we support hospitality, residential and commercial clients to fulfil their vision with regards to the unique art concept from the start until the end." – Alexandra Schafer

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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