

FOR IMMEDIATE RELEASE

INSTAGRAM TAKEOVER – Real-time Exclusive Art & Design Insights from around the World by the international network of VELVENOIR

Personal insights shared by VELVENOIR's art and design experts - from every corner of the globe ranging from Melbourne, London, New York to Shanghai and Dubai. The month of August will be an adventure of sharing and educating VELVENOIR's Instagram followers on all art and design related encounters, to see how diverse and exciting this network is.



There are several upcoming events this month; the IXA in Los Angeles, Art Marbella, The Barn Show in NYC and the David Hockney Retrospective in Paris - to mention a few - which are taking place all over the world. As a result of such an eventful month of August, VELVENOIR has decided to launch the **Instagram Takeover**. Each art consultants from the network will now **share their experiences** with the VELVENOIR Instagram followers – depicting what all the consultants are up to and what art is inspiring them this month in particular.

“With the Instagram takeover I wanted to use one of the most influential social media tools to introduce and educate our audience

- sharing the latest insights happening within the art world as well as outlining the importance of contemporary art. Together with all the consultants, I am fortunate to have such a great support at a global level to raise awareness and share the importance of art, by making it accessible to anyone.” – Alexandra Schafer, Managing Director – VELVENOIR

Our network consists of a wide range of professionals. Consultants, advisors and curators – everyone contributes and forms a large coherent team, individually creating a valuable asset out of their skills and expertise. As VELVENOIR is fortunate enough to get **world-wide perspectives of art professionals**, August will now be transformed into the month in which we want to unleash our exclusive insights, **exploring the unique art and design around us** and sharing our ideas and opinions on what we see. Because we believe art makes a difference, our consultants will keep everyone informed with daily updates and posts which outline our creative experiences.

For the latest updates please follow us via Instagram @velvenoir

ABOUT VELVENOIR:

VELVENOIR is an international art consultancy and gallery - working with a global network of experts on various international hospitality, commercial and residential projects.

VELVENOIR 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 international experts. The company has continued to grow internationally, established a portfolio of career artists, and developed itself as a niche agency that focuses on clients in the art, design and hospitality industry. VELVENOIR and its international network seeks to develop and execute an art concept that inspires and engages clients through contemporary art, and the network achieves this by assisting with residential, commercial and hospitality projects at a global level.

NOTES TO EDITORS

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