

VELVENOIR

BECAUSE ART MAKES
A DIFFERENCE

FOR IMMEDIATE RELEASE

INTRODUCING THE INTERNATIONAL ART CONCIERGE BY VELVENOIR AND ITS INTERNATIONAL NETWORK OF ART EXPERTS

VELVENOIR and its **international network** launch an **international art concierge** – to assist interior designers and their HNWI clients with **sourcing, acquiring and installing art** for residential projects.



The art market is a complex, opaque and unregulated market and has now become more dynamic and connected than ever before. Along with this trend, there is also an increasing number of clients looking to acquire contemporary or blue-chip art pieces during the interior design process. Interior Designers seek to fulfil these requests and therefore, the international VELVENOIR network of art experts from now on offer an international art concierge, which allows interior designers to reach out and discuss any inquiries their clients

may have. For VELVENOIR – A signature collection is derived predominantly from the collector's individual imagination. After understanding the collector's interests, tastes and goals, the art consultant embarks on locating the highest calibre artwork available on the market, to aid the process of building a collection. The process of the offered art concierge is simple – interior designers contact VELVENOIR and share their clients' requirements for the art that is requested. Based on those requirements the team will introduce one of their art consultants based on expertise and location, to meet the client in person and discuss the proposed art collection together with the client and interior designer. After confirming a bespoke art selection, the consultant acquires the art on behalf of the client. The consultant also takes care of framing, installing and insuring the

artwork within the clients' property as requested. The consultants within the VELVENOIR network work solely in the service of its collectors and client, offering objective advice and assisting them in sourcing the perfect artwork for their home. Integrity and transparency with the highest attention to privacy and confidentiality are of utmost importance to our network. For us, it is important, that our clients understand that their art selection is all about them. We assist in sourcing and making art globally available to them – showing them pieces they might like and



especially assist aspiring collectors on the entire way to ensure they find an artist/artwork worth investing in. Additionally to this main service, we curate monthly art collections and have exclusive artworks available from international emerging and established artists. We view this as a strong supplementary asset, as we are able to supply and inspire our clients immediately, in case that they are still uncertain of what they are looking for. By showing them what we have in stock and based on what they like, we are able to either acquire one of the pieces of these collections or source art all over the world, based on what they've seen.

“For us and our clients, acquiring art is a personal experience – one which we love to be a part of, by seeing how we are able to transform properties from our clients into tailored interior spaces.” – Alexandra Schafer, Managing Director – VELVENOIR

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NOTES TO EDITOR

ABOUT VELVENOIR

VELVENOIR is an independent, international art consultancy, advisory and gallery- working with a global network of experts on various international hospitality, commercial and residential projects. Our disciplined, strategic and personal approach to contemporary art allowed us to differentiate various projects among others due to the unique story told by the art incorporated into our 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. The VELVENOIR network and its resources are truly unique in the world of art. Our network of international and independent art consultants and advisors are dedicated to guiding clients through every stage of this process, and with their passion and knowledge, exceeding all expectations.

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