

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.

Salzburg, 01.November 2017.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

At VELVENOIR our raison d'être is about unfolding the potential of art as an investment, as an identity, and as an experience. Providing bespoke art advisory and consultancy services to collectors, designers, project managers and property developers in respect of their hospitality, residential and commercial projects, across the globe in collaboration with an international network of art, hospitality and branding experts. At all price levels, VELVENOIR implements a curated and tailored approach towards the art collection, marketing and branding, to truly communicate the art investment with our client and their audience. Through VELVENOIR – we created a full-service boutique art concierge and consultancy that sets us apart by assisting our clients in adding financial and aesthetical value to the newly developed projects as well as private collections. From sourcing to marketing the entire collection to the relevant audience, we cover it all and go beyond the conventional art consultancy service. velvenoir.com

NOTES TO EDITORS

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