

FOR IMMEDIATE RELEASE

INSTAGRAM TAKEOVER - AUGUST

Real-time exclusive contemporary art, design and hospitality Insights from around the World, shared through the global VELVENOIR network via the @velvenoir Instagram account.

Salzburg, 01. August 2017 - 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 VELVENOIR via Instagram @velvenoir

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

VELVENOIR

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

Contact: Antonia Hoelke

antonia@velvenoir.com

Website: velvenoir.com

Social Media:

Facebook: <https://www.facebook.com/VELVENOIR/>

Twitter: <https://twitter.com/Velvenoir>

Instagram: <https://www.instagram.com/velvenoir/>

Pinterest: <https://au.pinterest.com/velven/>