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Varvara Shtern,
Come to me (2019)
Open Edition, Photography
You didn’t think of online art? And yet it’s the new way to buy and redecorate your home.

Artmajeur, the first European site where 950,000 artists and amateurs meet every month, has understood this and so have its cyber buyers, women being the majority on the site.

No jargon and no artistic show-off, the credo of the web platform is solidarity and democratisation of art. Whether you are an initiated or not, the Artmajeur experts do their best to accompany the buyers in the purchasing process with new filters.

You can even ask them to create a collection according to your criteria. A personal shopper just for you!

Short tutorial films broadcasted on the Museum TV channel from November 2nd will be precious tools for this initiation!

Opposite: Rebecca De Figueiredo (United Kingdom), AFTER THE PARTY (2018), Acrylic on canvas (76x76 cm, 29.9x29.9 in)
Cover: Iuliia Serpilina (France) Borneo (2020), oil on canvas (115x150 cm, 45.27x59 in)
When two French art lovers, Samuel Charmetant and Yann Sarazin, met, they created the Artmajeur Marketplace. We are in 2000, it’s visionary!

In all discretion, they built a French success story which today holds the 2nd place in the world ranking and the 1st in Europe.

France can once again be proud of its talents!

A pioneer in online art sales, Artmajeur has a very simple motto: Putting artists and collectors in contact. Whether they are painters, sculptors or photographers, whether they are known or unknown, artists have an open door at Artmajeur!

Whether they are art lovers or collectors, whether or not they visit contemporary art galleries and fairs, Artmajeur’s 900,000 collectors can surf and discover more than 170,000 artists and/or 1,270 galleries.

Artmajeur awakens the collector in you and offers an intuitive navigation that allows you to create your own artistic journey, your virtual collection, to dialogue with artists and to buy works of art.

950,000 unique visitors browse the Marketplace every month and 60% of the collectors are collectors!

In 2016, they created a €9.4 million market place. More than 1,000 works are sold per month (from 30 to 15,000 €) to buyers from 193 countries on this site translated into 12 languages.

Everybody is rushing to Artmajeur!
BUYING ART ONLINE IS THE NEW TREND

In the digital age, our way of consuming is more and more digitalized, and the art market is no exception to this evolution! Lockdown has further accelerated this process: the latest barriers to selling art online have been lifted.

What could be more normal? These hectic times bring us back to basics: home, cocooning and taking care of one’s nest have become our main preoccupations. Decoration, aesthetics and harmony are vectors of the well-being we are looking for.

And in the values that prevail, nature, but also culture, arts and the emotions that flow from them, are synonymous with balance and serenity.

As Europe’s leading online sales site, Artmajeur has noted an average 30% increase in sales during the lockdown period. And the second half of 2020 will see this average continue compared to 2019.

From left to right:
Koen Van Damme (Belgium), R building (2020), Photography
Pascal Nedjar (France) Cul propre (2019) limited edition (n°1/30), Photography (60x40 cm, 23.62x15.75 in)

Koen Van Damme (Belgium), The Golf Club Project (2013), Photography
Iva Geo (Bulgaria) No difference when you are naked in the mountain, Photography
WOMEN AND YOUNG PEOPLE ARE TAKING THE POWER

The users of the platform are actually... users! 60% of the purchases on Artmajeur are made by women, especially young women. They are between 25 and 35 years old and are initiating a revolution in the contemporary art market.

Behind their screen, equipped with their credit card, in one click these cyber-buyers are able to get the latest trendy monochrome or the canvas of the landscapes of Provence which remind them of their holidays... These women are young, have a concern for aesthetics and buying online is a revolution for them and their interior.

On the artistic side, you just have to type the word “woman” in the search bar of the platform to realise how present they are. 55% of artists are women.

59% of users are women
55% of artists are women

BREAKDOWN OF ARTMAJEUR WOMEN USERS BY AGE GROUP

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>18-24 yo</td>
<td>14,52%</td>
</tr>
<tr>
<td>25-34 yo</td>
<td>23,29%</td>
</tr>
<tr>
<td>35-44 yo</td>
<td>17,41%</td>
</tr>
<tr>
<td>45-54 yo</td>
<td>15,79%</td>
</tr>
<tr>
<td>55-64 yo</td>
<td>15,53%</td>
</tr>
<tr>
<td>65+</td>
<td>13,48%</td>
</tr>
</tbody>
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TOP 5 COUNTRIES FOR ARTMAJEUR WOMEN USERS

<table>
<thead>
<tr>
<th>Country</th>
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<tbody>
<tr>
<td>France</td>
<td></td>
</tr>
<tr>
<td>USA</td>
<td></td>
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<tr>
<td>Italy</td>
<td></td>
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<tr>
<td>Germany</td>
<td></td>
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<tr>
<td>Spain</td>
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</tbody>
</table>
Valérie Depadova (France),
Penser (Think) (2020),
Acrylique on canvas (100x130 cm,
39.37x51.18 in)

De plus, on observe
un fort rajeunissement
des utilisateurs. La
tranche d’âge la plus
représentée étant les
25-34 ans alors que
c’était la tranche des
plus de 55 ans il y a
trois ans.
Une belle évolution
que de voir les jeunes
considérer l’art dans
leurs
préoccupations et
consommations.

TRAFIC
25% of women users are
French
75% of women users are
foreigners
OUR EXPERTS ACCOMPANY YOU
Afraid of jumping into the Big Bath? Don’t panic, here we take you by the hand, and define with you the purchase that suits you best. And if you wish, a personal shopper will offer you a dedicated selection that matches your criteria. If you prefer to browse on your own, the filters are intelligent and the navigation intuitive.

We even offer geolocation if you’re going on a trip or if you want to meet artists in your area.

On the home page you will find all kinds of collections: The artists of the moment, the most purchased works, theme ideas, collections at smart prices and decorative selections by colour or style. All the parameters have been thought out to enable you to find the perfect match.

In short, you are guided in your purchase, which is a real plus for a platform at such affordable prices. Whether you are a beginner or an experienced collector, Artmajeur will guide and advise you.

Artmajeur commits to provide high end services at reasonable cost. Because, of course, we certify the authenticity of the selected work, we secure its delivery, and we allow you to try your work in complete peace of mind for 14 days.

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Natalya Zhadenova (Russia), Tulipia (2020)
Pastel on cardboard (100x80 cm, 39.37x31.5 in)

EXPLORE THE STYLES

PHOTOGRAPHY B&W
IN TEMPEL

GEOMETRIC DRAWING
SQUARE, CIRCLE

EXPRESSIONIST PAINTING
THE RENEWAL

HYPERREALIST PAINTINGS
UNBELIEVABLE

(Click to discover on the site)
Artmajeur is above all a pleasure accessible to all budgets!

With an average purchase price of 900 euros, the platform intends to democratise the purchase of art to as many people as possible. From 50 to 10,000 euros, a wide range of prices is offered to the future buyer.

Moreover, the website clearly offered during lockdown very attractive artworks with the #artistsupportpledge campaign on social networks.

What about the results? 3,600 works at less than 200 euros were offered for sale in just three days. No more excuses not to buy!

We change our consumption habits: a painting as a gift instead of a piece of clothing or a book. Every wallet can afford Art.

A painting, a photograph, carefully selected on screen, with all the necessary explanations in dialogue with the artist and delivery guaranteed, whether the work costs 100 or 10,000 euros... It's tempting and so easy to buy!

Last but not least, the collections of our experts: “Works at less than 100 euros”, “Large formats-small prices” or “Great artists at smart prices”....

Irina Bogdanova
*White house (2017)*, Oil on canvas *(60x60 cm, 23.62x23.62 in)*
OUR SELECTION

ART AT ALL PRICES

(Click to discover on the site)

ART AT LESS THAN
€100 / $100

LARGE SIZES,
SMALL PRICES

GREAT ARTISTS,
SMALL PRICES
Artmajeur is multi and intercultural: 2.5 million works are exhibited online and 900,000 collectors from all regions of the world. And this in twelve languages and 193 countries, enough to make your head spin!

The platform thus accepts artists from all over the world. Its location filter allows you to make a selection on several scales: country, region or city. Direct messages allow you to schedule a physical meeting with the artist.

The experts will help you discover the Belarusian scene, Italian photography, the Nice school or the artists from Montreuil.

In addition to being a revolutionary way to buy art, thanks to Artmajeur, art becomes a focus for cultural exchange. Buying an African mask from a Beninese artist while being French but living in London... Enough to go around the world while staying on your sofa, isn’t it fabulous?

Origins, plural nationalities, and dreams of escape become major subjects. Through art, Artmajeur supports culture at the end of the world and wants to be a vector of sharing and solidarity.

OUR SELECTION

AROUND THE WORLD

(Click to discover on the site)
193 COUNTRIES

170,000 ARTISTS

900,000 COLLECTORS

12 LANGUAGES

Bettina Dupont

Inna Mosina

Freddy Tsimba

Ashvin Harrison

Alessandra Mastrogiavanni
SOLIDARITY IS PARAMOUNT

Solidarity is a fundamental value at Artmajeur.

At the beginning of the adventure, in 2000, Artmajeur helped artists to create their site, then to implement it in social networks, to reach collectors. They published the little white paper “How to sell art on the Internet” and organised a tour of art schools to train artists in their digital communication.

It is an understatement to say that in the DNA of the brand, commitment and solidarity for the artists is paramount.

By professionalizing their offer to collectors, they continue their commitment by applying the cheapest commission on the market. During last spring’s lockdown thanks to the #ArtistSupportPledge challenge, more than 12,000 works at less than €200 were offered for sale. To reinforce this action, the platform has committed to charge zero commission on the sales of the challenge.

If the artist succeeds to sell for €1,000, she/he pledges to buy a work at 200 € from another artist, referenced under the same hashtag.

Thanks to this initiative, a virtuous chain was created: the supported artists became in turn the support of other artists. Artmajeur is an artist’s home where life is good!

Wasn’t it finally this lightness that was lacking in the current art market?

Mathilde Oscar (France), L’odalisque masquée (2020) Limited edition, Photography (100x150 cm, 39.37x59 in)