

ART | TROPE

New Generation of Artists Agency

Presentation file

1. *Nebay – Atoms – 14.5.1.25WAY – Acrylic, aerosol and ink on canvas – 45in x 57in– 2016*
2. *Repiquet – Spatial 09 – Digital Artwork – 27in x 39in– 2008*
3. *Guillaume Dimanche – Portraits – Hamedine 4 V2 – Photography – 20in x 28in x 2in – 2018*
4. *Ueli Khüni – Swiss wrestling 2 – Acrylic on canvas – 39in x 39in – 2013*
5. *Aymard le Forestier de Quillien – From black to white – Oil on canvas – 21in x 26in – 2014*
6. *Bruno Victoria – Wet two – Photography – 24in x 18in – 2015*
7. *Minh Châu – Relaxed man – Papier mâché sculpture – 28in x 63in – 2018*
8. *Agata Preyzner – Sequence 2 – Oil on canvas – 38in x 38in – 2014*
9. *Gysin Broukwen – Silencio – Collage on paper – 30in x 19in – 2017*
10. *Gildas de la Monneraye – Tsukiji – The reader – Photography – 16in x 20in – 2015*

Concept

A Trope is a stylistic device meant to embellish a word or an expression. Art-Trope positively changes the international Fine Arts market by offering solutions to the chaos it experiences.

Accelerator of opportunities and career, Art-Trope supports the Artists to position themselves in the international Fine Arts market, builds and develops their long-term international notoriety, optimizes their visibility and their network.

By joining the Art-Trope community they can access quality services adapted to their needs to master and develop their international artistic career on the long-term.

Art-Trope is the only international Fine Arts market facilitator.

Our motto? Let Artists Create!

Please watch the Art-Trope presentation video on the following link: <https://www.art-trope.com/video.htm> .

The market

The international Fines Art market is as vast as disorganized. It is made up of creators, supporters, sellers and buyers.

Unfortunately, only a minority of these players are economically stable.

Despite major technological and commercial changes, the Fine Arts market has not yet experienced real restructuring.

Nonetheless, there are millions of Artists in the world!

Offering an alternative to the Artists became the mission of Art-Trope's Founder and President Virginie Tison the day she realized that despite many sacrifices, Artists often have to deal with low and uncertain incomes, tricky processes to approach exhibition spaces, the deterioration if not the stealing of their artworks, difficult networking requirements etc. The probability for an Artist to maintain a stable international career is more than low. At the same time, Artists who have succeeded in building an artistic career by exhibiting in different museums and galleries and by selling their artworks to auctions and to very large collectors are found generally and increasingly outside of the Fine Arts market.

Art-Trope's President and Founder Virginie Tison, who also was an independent painter during many years both in Paris and New York City, was confronted to the current problems of the Fine Arts market.

Art-Trope's potential has been monitored within the Art community through the Key Performance Indicators from September 1st 2017 to April 31st 2018 with **29 099 unique visitors on Art-Trope's website and over 18 000 views of our presentation video.**

Mission

Confronting the tough economic reality of the Fine Arts market and the conditions that the majority of worldwide Artists face, Art-Trope fosters the creation of an Artists community that aims to improve their daily lives and develops their careers, while respecting their needs, desires and decisions.

Art-Trope implements strategies and technological tools for Artists in order to :

- **provide necessary and adapted services to the current Fine Arts market,**
- **develop an effective and low-cost career management,**
- **offer an international stable and durable visibility.**

Art-Trope's expertise

Art-Trope is based on 8 years of dedicated experience from its Founder and President Virginie Tison including :

- **4 years of research and experimentation in the Fine Arts market of New York and of Paris,**
- **1 year of collaboration with Swiss Bank of Geneva (BCGE) to represent Art-Trope, and**
- **4 years of professional experience in Investor Relations to gain first-hand knowledge on the best techniques of business management.**

The benefits for the Artists

Want to develop a long-term international career, while being able to fully focus on your Art ?

Art-Trope offers a set of pay per services dedicated to your needs to master and develop your international artistic career on the long-term.

Register now and :

- **boost your image,**

Art-Trope offers you the possibility to create, or review, the elements of communication essential to the development of an international artistic career for the long-term. Since digital communication is a must-have, Art-Trope provides you with a set of tools to boost your image on social media.

- **develop your international artistic career,**

Art-Trope provides you with a set of personalized support services so that you have all the keys you need to develop your artistic career freely. Benefit from an overview of your current positioning in the international Fine Arts market and receive support on specific needs.

- **increase your digital visibility with an efficient SEO.**

Your Art-Trope page links to your own website and social media accounts. Art-Trope provides SEO (Search Engine Optimization) for this website page.

Art-Trope's services for the Artists

Art-Trope offers all the services Artists need to master and develop their international artistic career on the long-term.

The plans

The Art-Trope's plans available enable worldwide Artists to build their enhanced online profile and access a set of additional low-fees services adapted to your needs :



Basic Plan Free

- * A simple and efficient online Artist profile



Starter Plan 85€ excluding VAT / year

- * An enhanced online Artist profile
- * Access to pay per additional services



Member Plan 250€ excluding VAT / year

- * A complete online Artist profile
- * Access to pay per additional services
- * A professional portfolio presenting your career trajectory and your Artwork
- * An interview about your work and your Artistic statement



Premium Plan 620€ excluding VAT / year

- * A complete online Artist profile
- * Access to pay per additional services
- * A professional portfolio presenting your career trajectory and your Artwork
- * An interview about your work and your Artistic statement
- * 6 Facebook / Instagram / Twitter / LinkedIn publications
- * 2 hours of personalized consulting session to evaluate your career and your development strategy
- * 1 hour of consulting session about the social media's best practices

The pay per Services

For the Artists who subscribed to the Starter, Member and Premium plans, their personal accounts give them access to additional low-fees Services.

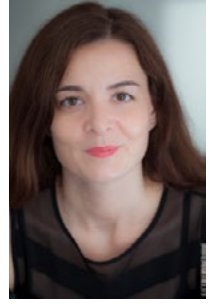
The set of Services available cover all the Artists' needs to develop and master their artistic career at their own pace.

Creation and correction of communication materials, personalized support or enhanced digital communication, Artists activate what they need from their accounts.

Founder interview

“In an era of globalization, it is important for Artists to be able to exhibit internationally and safely for their Artworks.”

Art-Trope’s Founder and President Virginie Tison tells, from her experience as a painter, how she identified the problems of the artistic profession and provided a solution adapted to the Contemporary Fine Arts market.



Can you introduce us to Art-Trope ?

Art-Trope is a company that provides services entirely dedicated to worldwide Artists who wish to exhibit in the major cities of the Fine Arts market such as Paris, New York and London. Art-Trope supports Artists in the long-term regardless of their artistic level and their geographical location.

What do you propose to Artists ?

To ensure the visibility on the artistic scenes as well as on Internet, Art-Trope offers the Artists a set of pay per services dedicated to their needs. Art-Trope aims to develop technological tools enabling them to manage without difficulty their artistic career.

How is that different from what already exists ?

The difference is that Art-Trope is not a simple online platform, because the goal is to deliver to the Artists a service in interaction with the Fine Arts market in the targeted cities. On the globalization level, it is important for them to be able to exhibit internationally and in safely for their artworks. The more they exhibit in these cities in the long-term, the more collectors who generally become investors will buy their Artworks.

What are the benefits for the Artists ?

In order to search exhibition spaces and manage his/her career, an Artist often needs to travel to the city where he would like to exhibit and often has to knock on doors with his portfolio in hand. If by luck, the Artist finds an exhibition, he/she however cannot afford to stay for a long time in the city. Such a context results in an increasing risk of having his/her Artworks lost or stolen. Not only does Art-Trope contribute to a better safety, it also helps to follow the evolution of the Artists in the long-term.

What are the developments that you are planning to do ?

I have big ambitions for the Artists through Art-Trope. Of course, everything depends on the quality of the Artists’ artwork. But I remain confident: I have met many talented Artists who have still not found their place in the art market. But I would like to emphasize the fact that it is not the Artists’ artwork that should be questioned, but the way the Fine Arts market is operating. Behind every artwork, there is an Artist, a message, a research, an esthetic approach and Art-Trope is there to secure its sustainability.

Why did it take you so many years before starting the company ?

It has taken a long time to achieve my training. Originally I am a painter, and it took me a while to understand how the Fine Arts market works on every level and to find solutions to its problems. I had to be 100 % sure before starting Art-Trope in order not to involve Artists in an uncertain future. My motivation is to improve the Artists’ situation all around the world, it allows me to create every day through Art-Trope. It is like an extension of myself. I truly and deeply care about this mission and realize my vision is about to come true.

Gérard Delorme – Former Assistant Director of Lagardère Active