

Press release



Art Up Déco

The new spirit of art

The concept

Bringing down the barriers between art and decoration

Founded in October 2001, the idea for Art Up Déco is the result of a simple conclusion : the art market is an exclusive field of a small circle of initiates.

Faced with a blank wall, you've got two choices: cover it with the same old reproductions as your neighbours, or invest in an original work of art – an attractive if much pricier proposition. But without expert knowledge, how can you be sure you're choosing wisely? What's a fair price to pay? Which artist is worth investing in? **Will that painting fit to my home interior ?**

Searching for ways to overcome these obstacles, an innovative solution took shape, **both pertinent and impertinent**

Promote original works of art, affordable to everyone, as items of home decoration.

This is how Art Up Déco concept was born and with it the permission to consider contemporary art in a different light.

- The collection includes more than **3000 original paintings** realised by **100 contemporary artists**.
- Prices range from just **60€ to 2000€, depending on size**.
- In **3** show rooms customer can do "art shopping" among hundreds of paintings displayed according to size. He can handle and rearrange the paintings and display them in a special viewing area.
- Through the web site www.artupdeco.com you can buy a painting online as easily as you would buy a book.
- In case of doubts and second thoughts, the "**right to change your mind**" allows you to swap your painting for another within 15 days of purchase.

Art Up Déco, a vision translated into reality

Nearly 500 paintings sold every month

23,000 monthly visitors on our website www.artupdeco.com and more than **14,000 members** registered

ART UP DÉCO

39-41, av. Daumesnil
In the inner courtyard
75012 Paris

Tel. : 01 46 28 80 23
Fax : 01 46 28 56 19

E-mail:
contact@artupdeco.com

Website :
www.artupdeco.com

The product

Democratic access to more than 3000 original works of art

Apart from the prices, what makes Art Up Déco different from an ordinary gallery ? It is the range and variety of our catalogue and our innovative support services.
Art up is a place where lovers of art and home decoration can come together happily, without any inhibitions.

An eclectic selection of contemporary paintings, from just 60€

Difficult not to find something that fits to your taste - our collection includes **3000 original paintings** in abstract or figurative styles, and in a variety of media. Prices range from **60€ to 2000€** according to size (**over 30 sizes** to choose from) – they give everyone the opportunity to buy or make a gift of an original work of art.

A full palette of services

The right to change your mind

Ugly clash with the new sofa, size not quite right...with Art Up Déco you can **swap your painting within 15 days of purchase**.

Special commissions

Art Up Déco can accommodate almost **any request for a special commission**, in whatever style or medium preferred.

Art Up Déco gift vouchers

Delivered in a pretty booklet, vouchers are available in denominations of **25€, 50€ and 100€**.

Framing service

Prices from **23€ to 157€** according to size.

Art Up Déco – services out of the ordinary

More than **3000 original works of art**
100 new pieces every week, from 60€ to 2000 €

Services include: the right to change your mind, special commissions, gift vouchers, framing.

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Artists

100 artists sign up to a new vision for art

For an artist, the art market is a small and impenetrable world. Very few artists get the opportunity to display their talents, exhibit or sell their work, and thus start to make a living from their vocation. Art Up Déco offers them a real opportunity to get into touch with the public eye – consequently, some undiscovered talent has already emerged from the shadows.

A fresh approach to art sponsorship

Chosen on the basis of their portfolio, the artists represented by Art Up Déco are supplied with all the materials they need to produce their work (paint and canvas). According to demand, **every month Art Up Déco commissions new paintings from their artists** and takes responsibility for selling them through their **3 show rooms and Internet website**. This new shopwindow gives the artists exposure to a new and evolving market and allows them to develop a much wider network of contacts among the general public. The aim to break down the barriers to buy art is shared by all the artists ...

A mosaic of personalities and styles

The **100 artists collaborating with to Art Up Déco** are a mix of established painters and fresh young talents who just finished of art college. This diversity of backgrounds produces **a rich and fascinating variety of artistic influences visible in the collection**: pop and abstract art, expressionism, surrealism, cubism, graffiti, etc.

Art Up Déco – artists enjoy the high profile

100 artists agreed to collaborate with Art up deco since opening – which means that **3 or 4 new artists join us every month**

A tempting deal: free materials and guaranteed distribution of their work

Art Up Déco – artists enjoy the high profile

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Info

Art Up Déco showrooms

Bringing creative imagination into contact with new markets, Art Up Déco's show rooms and website are kept fresh by a constant stream of new offers and ideas: 100 new paintings every week, special exhibitions on chosen artists or themes, visits to artists' studios...

Art Up Déco's 3 showrooms :

Paris 12ème: Viaduc des Arts

39-41 Avenue Daumesnil, 75012 Paris - Tel. 01 46 28 80 23
Open Tuesday to Saturday 11am-7pm, Sunday 2pm-7pm

Paris 8ème: Saint-Augustin - Madeleine

39 Boulevard Malesherbes, 75008 Paris - Tel. 01 43364795
Open Tuesday to Saturday 11am-2.30pm/3.30-7pm

Lyon: Quai de Saône

59 Quai St Vincent, 69001 Lyon - Tel. 04 78 39 32 50
Open Tuesday to Friday 11am-1.30pm/2.30-7pm, Saturday 11am-7pm

Website – www.artupdeco.com:

- Realtime viewing of the collection and online purchasing (secure payment)
- Exhibitions listing
- Details of new arrivals every week: new artists, new paintings.
- Biographies of all our artists

Contact :

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KEY FACTS

Art Up Déco, is the first retail network specialized in the sale of paintings of contemporary art in self-service. It is a concept of home decoration intended for the general public.

It is about an innovative concept of distribution: original paintings created by contemporary artists according to standardized sizes, sold to accessible prices going from 60€ to 2000€, and all this under the same conditions of service as the big decoration shops. A solution answering to a strong expectation of the general public, on both markets: the market of interior decoration and the art market.

Created in October 2001, Art Up Déco has been extremely successful from a commercial and financial point of view. Since the opening of the first flagship store in Paris 12ème (200 sqm / 1 million USD turnover/year), the company has speed up the development in other cities in France.

- a. In France, opening of a store in Lyon
- b. In France, opening of a store in west side of Paris (8ème)
- c. In France, answering the demand of architect and companies for decoration projects

In terms of communication, as a unique and new offer promoting fresh talents, press and media in general have been very supportive and helpful in promoting the image of Art Up Déco. Huge press releases with the opening of stores or regular happenings (vernissages) are launched regularly.