



**SEPTEMBER 21, 2020**

## **Press Release**

### **Momentum Growing for Breakthrough Fine Art Concept**

ArtCity ([www.artcity.online](http://www.artcity.online)), the extraordinary online platform closely replicating an in-person art fair experience, is on schedule for launch on October 23-28.

The core of the ArtCity platform is an ingenious event laid out as a virtual “community” of “houses” and “buildings”, each representing a link to a participating dealer (connecting the gallery face-to-face with customers safely, from home or on the go), partner corporation or cultural institution. The result is a novel user experience combining a transactional sales platform with news, education and entertainment content tailored to today’s art market.

Created by MasterArt, a Brussels-based firm renowned for its leadership in the fine art field, ArtCity is expected to have a major impact among art collectors and investors. According to founder and CEO Henry Blundell, *“Response to ArtCity has been nothing short of incredible as top dealers, such as Simon C. Dickson Ltd, David Cahn, Ronald Philipps, David Koetser, Tomasso Brothers, Michael Goedhuis, Jorge Welsh, Richard Green, Mark Weiss, Koopman Rare Art,... have signed on a first demo call, along with prestigious partners including Rothschild & Co, AXA XL (formerly AXA Art) and Deloitte Art & Finance”*.

ArtCity events will be recurring and scheduled not to conflict with timing of traditional major art fairs. The initial event will launch on October 22, and run through October 28 of this year.

Jennifer Schipf, AXA XL Global Leader – Art, commented, *“We are pleased to partner with ArtCity this year in bringing the AXA Art Prize exhibition to this forward-looking initiative. It is exciting to be a part of groundbreaking innovation in the art exhibit world and most*

*importantly, to give these young and emerging artists a global virtual gallery experience during a challenging year."* According to John Psaila, Managing Partner at Deloitte Luxembourg, "ArtCity is a unique way for our esteemed clients to pursue their passion for fine art, and we are delighted to offer them this exclusive virtual experience".

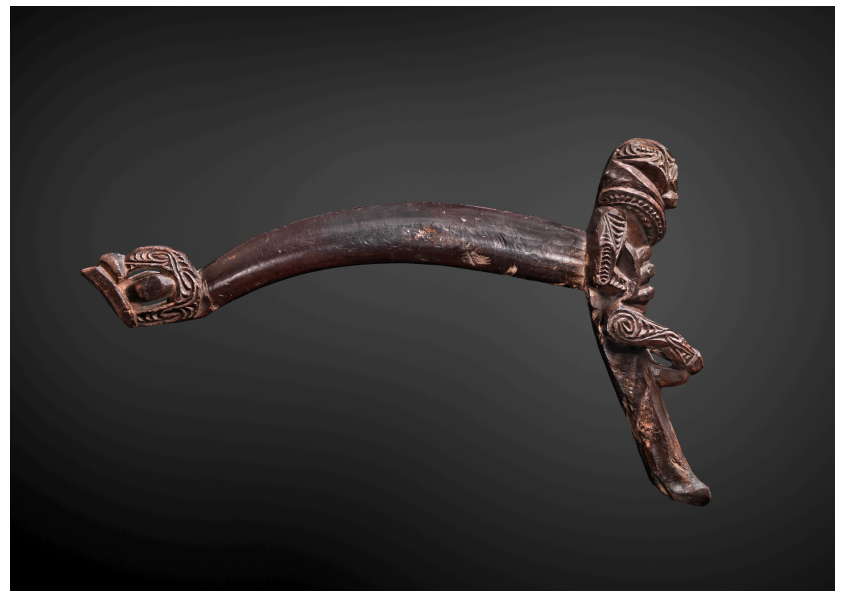
Manon van den Beuken, appointed as Director of ArtCity following her 19-year career at TEFAF, commented "There has been much publicity on the trend to online purchasing of fine art, but ArtCity seems to be ahead of the curve with its novel format".

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Exhibited by Galerie Meyer - Oceanic & Eskimo Art  
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A very fine and rare bird-snare, or mutu kaka, used for catching wild kaka, or parrots. The vertical attachment bar is beautifully carved with a large and strongly expressive ancestral figure or tiki.

Maori, North Island, New Zealand, Polynesia. Kauri pine wood. Old break and repair to the head of the tiki. A fine patina of age and use. 34 cm. 19th century. Ex collection Dr. Norbert Murie, Rennes, a noted collector of Pacific literature and artefacts as well as related paintings and drawings. Sold as lot N° 519 of the Murie Collection auction, Etude Alain SCHMITZ & Frédéric LAURENT, Saint German-en-Laye, 13 & 14 June 2009.