



FairArt

'Art collecting for a new generation'

'A live marketplace where art collectors buy, sell, discover and give back'

FairArt – a new online art marketplace designed for the current, golden age of consumer secondary markets – will officially launch in May, following a successful soft-launch* this January. FairArt offers the first global royalty scheme for visual artists.

FairArt was founded by young art-lover Nicolas Kidd to answer an obvious need in what is a traditionally opaque and self-serving space. With unrivalled access to transparent data, guaranteed authenticity – *get the item you ordered or your money back* – and the fastest route to sale and purchase currently available, FairArt offers a new way of buying and selling art on the secondary market, rising to meet the demands of a modern, diverse generation of collectors.

FairArt's commitment to work with this 'new modern collector', the industry's fastest growing segment, which will account for 45% of the market by 2025, is matched by an equal commitment to support the industry's lifeforce: the artist.

'The art world has come a long way in democratising creativity, but has yet to democratise ownership', says co-founder Nicolas Kidd. 'By establishing the first international artist royalty scheme – with 25% of FairArt's fees going directly to the artist – our ultimate goal is to shift the paradigm, so that royalties on secondary sales are considered the norm across the industry.'

On FairArt, it will take only seconds to buy and sell editioned works from the world's most exciting contemporary artists, with established names such as Banksy and Tracy Emin, and emerging talents such as Roby Dwi Antono and Julie Curtiss, amongst many on offer. By imitating a live stock market, the platform-introduces what Kidd describes as a 'fair market price for art, which is determined by neutral market forces and shielded from manipulation'.

Kidd continues, 'giving back to artists doesn't have to mean paying more'. FairArt's industry-leading fees make it *profitable* for collectors to give back through the first global royalty scheme for visual artists. 'There are no more excuses for cutting artists out of the equation', Kidd says, 'if selling costs less and buying is more affordable, why would a collector *not* want to support their favourite artists?'

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FairArt Instagram: [@fairart.io](https://www.instagram.com/fairart.io) | FairArt website: <https://www.fairart.io/>