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#galerieplattformde

## ART COLOGNE launches Galerieplattform\_DE

**With funding by the German Minister of State for Culture and Media in the context of the NEUSTART KULTUR programme**

**From 28 May to 4 June 2021, Galerieplattform\_DE - Art Cologne Online Sales - will offer a curated overview of art works from selected galleries for collectors and all art enthusiasts**

ART COLOGNE is working on the preparations for the live transmission of a new, digital gallery platform. The aim of the project entitled Galerieplattform\_DE is the concentrated presentation and mediation of pieces of art by galleries and dealers. Galerieplattform\_DE is being realised in the context of NEUSTART KULTUR (rescue and future programme for the cultural sector) with the support of the German Minister of State for Culture and the Media (BKM). The platform is to be the starting point for the networking and communications work of the German and international art and collectors scenes. Galerieplattform\_DE has been reduced down to the essentials both in name and conceptually, it focuses exclusively on the artwork and gallery. The focus lies on the exchange between gallery owners and people interested in art.

The art collectors and visitors of Galerieplattform\_DE will be presented with a curated selection of works, which are accessible on the platform for a limited period of time. With Galerieplattform\_DE, the exhibitors of ART COLOGNE have the opportunity to take part in the online sales. The pieces of work ultimately presented on the platform will also be curated by an expert jury and presented in three concurrent sales: Modern & Postwar Art, Contemporary Art and Emerging Art, each with between 60 and 180 works.

Galerieplattform\_DE will also organise a preview for an exclusive circle of interested persons and important collectors. The preview is taking place on 26 and 27 May 2021. From 28 May onwards, the platform is open to all interested parties, however they do have to register in advance to "visit" the platform.

The Art Cologne online sales platform enables an extended circle of potential buyers to acquire knowledge of and purchase works of art, even without physically visiting a trade fair or gallery. The artists in Germany will also ultimately benefit therefrom and this corresponds on the whole with the intention of the NEUSTART KULTUR programme of providing perceptible and comprehensive impulses to the culture scene in Germany.

In future, the platform is also to be made available to further art fairs and Gallery Organisations based in Germany for a promotional period. In this way, Galerieplattform\_DE can and will continue after the pandemic, and will establish

Galerieplattform  
DE

Galerieplattform\_DE  
28.05. - 04.06.2021  
[www.galerieplattform.de](http://www.galerieplattform.de)

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Headquarters and place of jurisdiction:  
Cologne  
District Court Cologne, HRB 952  
 Die Beauftragte der Bundesregierung für Kultur und Medien

The logo for NEU START KULTUR features the words 'NEU', 'START', and 'KULTUR' stacked vertically in a bold, sans-serif font. 'NEU' is in blue, 'START' is in red, and 'KULTUR' is in black. The text is enclosed in a thin black border.

itself on a broad basis among the gallery owners and collectors and can serve as the  
Galerieplattform\_DE is the ultimate hybrid enhancement and accompaniment to  
physical trade fairs and events.

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