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#galerieplattformde

ART COLOGNE premiers with Galerieplattform_DE Online Sales

Galerieplattform_DE: Focused, curated works of art for collectors and all art enthusiasts

Galerieplattform_DE: Decentralized online platform directly connecting collectors with galleries

With a focus on artists and galleries, Galerieplattform_DE moves away from the online viewing room format and presents a series of concentrated online sales. What Galerieplattform_DE and art fairs have in common is that the viewing and the selling of artworks will take place within a fixed time period. Starting on 26 May for invited guests and 28 May for the general public, Galerieplattform_DE will present 60 to 120 priced works of art in each of its three online sales from the participating galleries of ART COLOGNE. All works presented on Galerieplattform_DE have been vetted and carefully curated by the ART COLOGNE advisory board. Those who register to visit Galerieplattform_DE at the end of May will have access to a highly concentrated range of art covering the most important aspects of the current regional and global art markets. "Like ART COLOGNE, Galerieplattform_DE will present a selection of art spanning the early twentieth century avant-garde to the latest cutting-edge art," explains Daniel Hug, Director of ART COLOGNE. "Particularly with the current overwhelming saturation of images and information online, Galerieplattform_DE offers a manageable selection of art works from our participating galleries. Just like at an art fair, galleries can distinguish themselves with a central highlight and step into a dialogue with interested buyers. Collectors are presented with a manageable number of art works and can connect with the galleries and acquire works directly without hidden fees or commissions from the platform" adds Hug.

The artworks, covering both the primary and secondary market, and published with the price information, introduce a rare moment of transparency and opportunity from the galleries of ART COLOGNE to a global art audience. Once the ART COLOGNE online sales have concluded, all of the data regarding the online sales will be deleted and Galerieplattform_DE will be made available for the next event.

Galerieplattform_DE is being realised in the context of NEUSTART KULTUR (rescue and future programme for the cultural sector)) with the support of the Minister of State for Culture and Media (BKM).

This is how Galerieplattform_DE works: All ART COLOGNE exhibitors from 2019 and 2020 have the opportunity to participate. Participating galleries can submit one piece in the categories "Emerging Art", "Contemporary Art" and "Modern & Post-War

Galerieplattform
DE


Galerieplattform_DE
28.05. - 04.06.2021
www.galerieplattform.de

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Oliver Frese
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Chairwoman of the Supervisory Board:
Mayor of the City of Cologne
Henriette Reker

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

Art". The ART COLOGNE advisory board decides on the final inclusion on the platform. Sales are not processed via the platform, but directly between the gallery and interested party. Use of the platform is free of charge for participating galleries. No commission fee will be charged. Interested persons also simply register on the platform. Like at a physical art show, Galerieplattform_DE will also hold a preview for an exclusive circle of interested persons and important collectors. The preview will take place on 26 and 27 May 2021. From 28 May, the platform will be open to all interested persons.

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