



ART | TROPE

New Generation of Artists Agency

Press Kit

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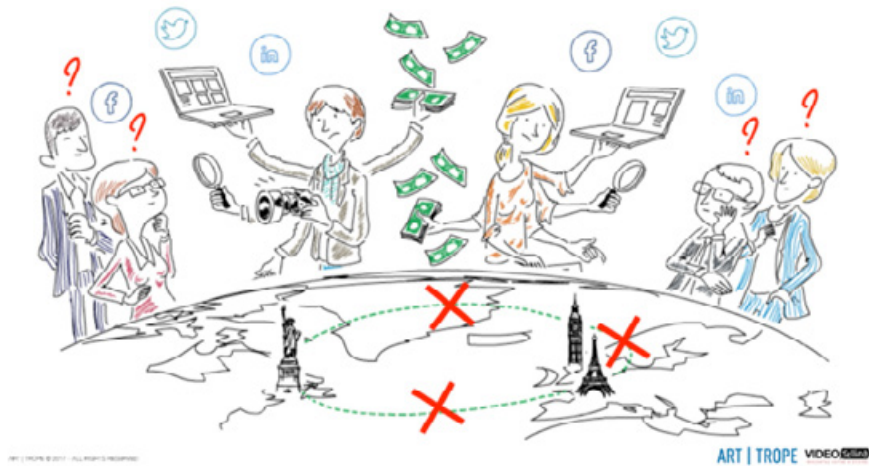
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Presentation video explaining the problems of the Artists:



(YouTube : <https://www.youtube.com/watch?v=7SQdqt-DmtQ>)

1. Concept



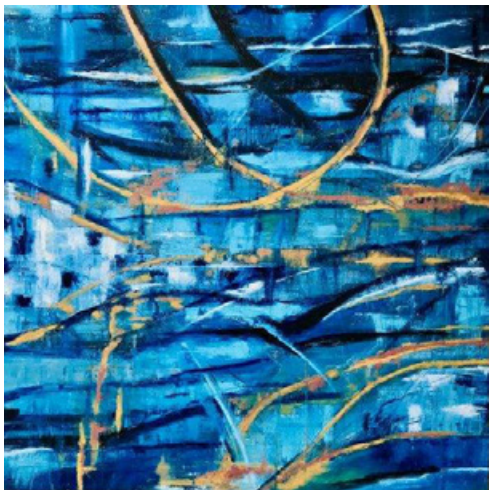
A Trope is a stylistic device meant to embellish a word or an expression. Art-Trope positively changes the international Fine Arts market by offering solutions to the chaos it experiences.

Accelerator of opportunities and career, Art-Trope supports the Artists to position themselves in the Art capital cities, builds and develops their long-term international notoriety, optimizes their visibility and their network.

By joining the Art-Trope community they can access quality services adapted to their needs to master and develop their international artistic career on the long-term.

Art-Trope is the only international Fine Arts market facilitator.

Our motto? Let Artists Create!



Ladies' Game, Souls' Game – Painting – 2019

« I've been collaborating with Art-Trope for almost a year and it's been a great help for my artistic development. I had a real need for advice to manage my new activities. I had sought the premium package on the onset to meet all my needs. Art-Trope for example helped me to develop my website and visibility on social networks. I am now subscribed to the art coach formula, which I find perfect to accompany me month after month in the management of my career. It is also thanks to Art-Trope that I have the opportunity to exhibit my work in Paris, during the YIA Art Fair. The team is dynamic, always listening and serving the artists. With Art-Trope, I found a real partner who knows how to support me and guide me in the contemporary art market. This collaboration is an invaluable unique relationship. »

Mireille Lopez – Painter

2. Manifesto



Art-Trope is an innovative concept based on human values :

Benevolence

It is important for Art-Trope to eradicate the isolation of Artists from around the world by finding solutions to their problems of artistic career management. Art-Trope is the only international company positioned to help solve this social crisis.

Mutual Respect

Behind each Artwork, the Artist leaves a part of his existence and transmits a message. Art-Trope therefore finds it necessary to respect and honor the work of each Artist.

Professionalism

For Art-trope, it is important to fulfill its commitments. Art-Trope has only one word and sticks to it!

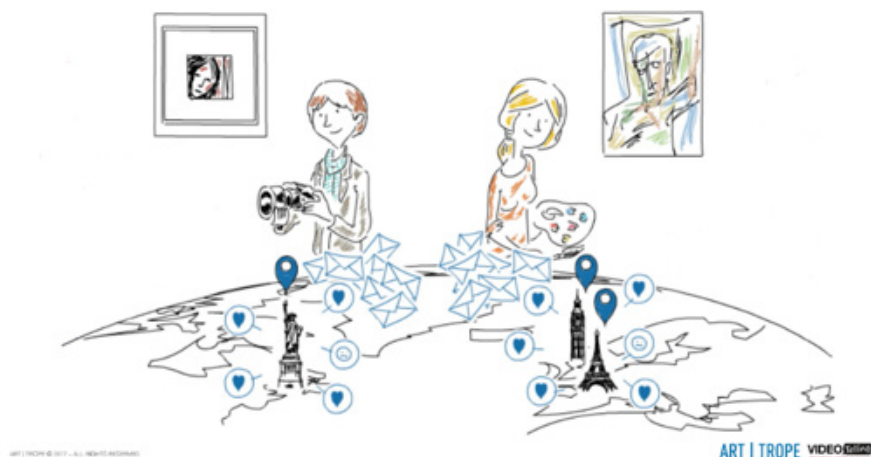


No made - Photography - 2019

«The profession of a Photographer responds to specific market codes, and it's important to know what to do in order to develop your artistic career. It implies on where to go, how to position yourself and especially what actions to undertake to live from Art. It is the support and exhibition service proposed by Art-Trope that allowed me to be selected in the Voies Off during the Arles photography festival. Additionally, Art-Trope manages to create a team synergy between the artists and reinforce the community aspect.»

Bichara – Photographer

3. The international Fine Arts market's limits



The international Fines Art market is as vast as disorganized. It is made up of creators, supporters, sellers and buyers.

Unfortunately, only a minority of these players are economically stable.

Despite major technological and commercial changes, the Fine Arts market has not yet experienced real restructuring.

Nonetheless, there are millions of Artists in the world!

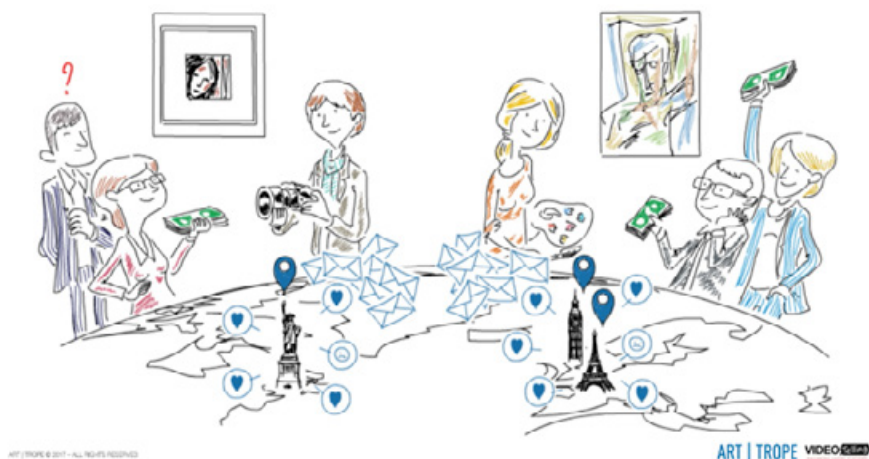
Offering an alternative to the Artists became the mission of Art-Trope's Founder the day she realized that despite many sacrifices, Artists often have to deal with low and uncertain incomes, tricky processes to approach exhibition spaces, the deterioration if not the stealing of their Artworks, difficult networking requirements etc. The probability for an Artist to maintain a stable international career is more than low. At the same time, Artists who have succeeded in building an artistic career by exhibiting in different museums and galleries and by selling their Artworks to auctions and to very large collectors are found generally and increasingly outside of the Fine Arts market.

Art-Trope's President and Founder Virginie Tison, who also was an independent painter during many years both in Paris and New York City, was confronted to the current problems of the Fine Arts market.

“Painting was my life and Art-Trope took its place naturally as the unique solution for Artists who wish to live from their Artwork. I know nothing else that solves the problems of international artistic career management in a long-term.”

Virginie Tison, Founder & CEO of Art-Trope

4. A unique solution for the Fine Arts market



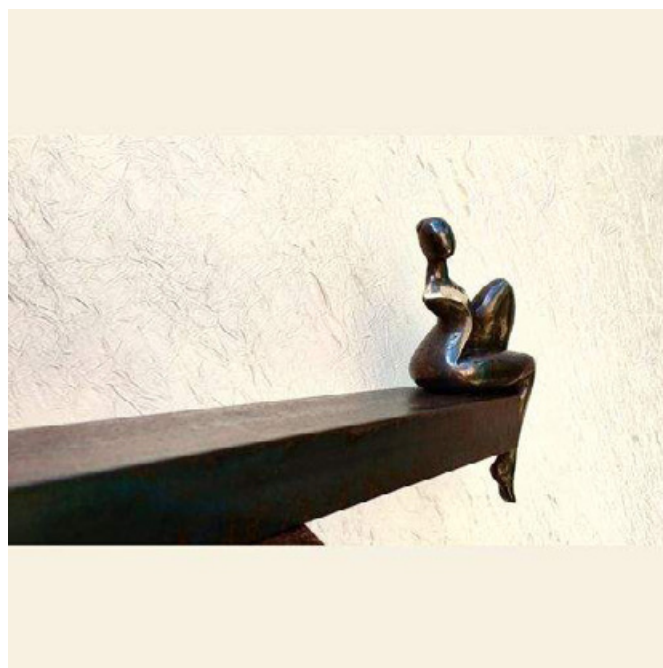
Art-Trope is not a simple online platform, because the goal is to deliver to the Artists a service in interaction with the Fine Arts market and support them on the long-term.

On the globalization level, it is important for them to be able to exhibit internationally and safely for their Artworks. The more they will exhibit on the long-term, the more collectors who generally become investors will buy their Artworks.

Art-Trope is the only business model that can support Artists' careers on the long-term.

«I subscribed to the member package a few months ago and really appreciated the responsiveness of the team. I was very quickly advised for the creation of my profile (biography, artistic approach, photos of the works). Afterwards, an interview followed allowing me to work with the company on more personal elements to have a deeper definition of my aesthetic vision. Art-Trope gives you advice on artistic actions and digital communication, which is very important to me as an artist.»

Florence Sartori – Sculptor



Extremity – Sculpture – 2019

5. Services dedicated to worldwide Artists

Art-Trope offers all the services Artists need to master and develop their international artistic career on the long-term.

The plans

The Art-Trope's plans available enable worldwide Artists to build their enhanced online profile and access a set of additional low-fees services adapted to their needs:



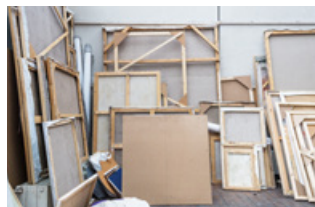
Basic Plan **Free**

- * A simple and efficient online Artist profile



Starter Plan **85€ excluding VAT /year**

- * An enhanced online Artist profile
- * Access to pay per additional services



Member Plan **250€ excluding VAT /year**

- * A complete online Artist profile
- * Access to pay per additional services
- * A professional portfolio presenting your career trajectory and your Artwork
- * An interview about your work and your Artistic statement



Premium Plan **620€ excluding VAT /year**

- * A complete online Artist profile
- * Access to pay per additional services
- * A professional portfolio presenting your career trajectory and your Artwork
- * An interview about your work and your Artistic statement
- * 6 Facebook / Instagram / Twitter / LinkedIn publications
- * 2 hours of personalized consulting session to evaluate your career and your development strategy
- * 1 hour of consulting session about the social media's best practices

The pay per Services

For the Artists who subscribed to the Starter, Member and Premium plans, their personal accounts give them access to additional low-fees Services.

The set of Services available covers all the Artists' needs to develop and master their artistic career at their own pace.

Creation and correction of communication materials, personalized support or enhanced digital communication, Artist activate what they need from their accounts.

6. The Art Coach service

Art-Trope offers a monthly personalized coaching service: Art Coach.

Art Coach, a service adapted to artists needs

This individual support enables artists to develop strategies adapted to their artistic career advancement. It is through our experience within Art-Trope that this service emerged. As every opportunity or meeting moves the artist's career forward, we fulfilled this advisory role.

It is according to the artist's needs that they interact with an Art-Trope Collaborator. An artistic career requires skills in several professional fields even though creating is what artist want first and foremost. Within Art-Trope we deeply understood this, hence our slogan: Let Artists Create.



A monthly adaptable and fulfilling follow-up

Art Coach offers a monthly interview to artists who use their follow-up hours at their own convenience.

Because the goal is to collaborate with Art-Trope Artists in the long-term in order to stabilize them on the international Fine Arts market, the whole Team listens to them and continues to develop services tailored to their needs.

Two packages for all budgets

The Art Coach service is available to Artists who have subscribed to Member or Premium plans. In order to develop an artistic career, this personalized coaching service has two packages:

Plus Plan **60€/month incl. VAT**

One meeting per month

- 1 hour of personalized follow-up
- Advice about your artistic career deployment
- Support in the management of your social media
- Support in the search of information

Pro Plan **99€/month incl. VAT**

Two meetings per month

- 2 hours of personalized follow-up
- Advice about your artistic career deployment
- Support in the management of your social media
- Support in the search of information

7. Art-Trope's emergence with Key Figures

(From September 1st 2017 to September 30th 2019)

Art-Trope arouses interest and is becoming an influencer on social media:

A website generating more than

> 57 500 unique visitors

A French website

88,2% of new visitors

11,8% of recurrent visitors

An english website

87,7% of new visitors

12,3% of recurrent visitors

A network receiving each Newsletter

> 28 000
worldwide contacts

Through 3 Newsletters, a total number

> 10 246 openings



7 633 Fans

7 738 Followers

1 736 720 people reached
thanks to our publications



13 presentation videos

> 45 000 views



3 150 Followers



400 Followers

8. Feedbacks



Expectation - Photography - 2017

Maribé – Photographer

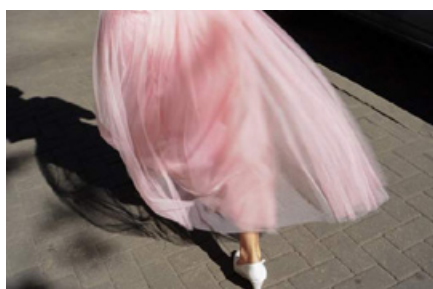
«Art-Trope was recommended to me by the photo lab that makes my prints. I was immediately convinced by their innovative approach of supporting artist by their platform of services which had been suited and customised to my artistic needs. Dynamic, serious and attentive, the team of Virginie Tison accompanies artists through the international scene by giving advice on the strategy of communication, the approach of the medium of the art, the positioning and participation in large exhibitions or the steps to undertake in order to approach new galleries. I am absolutely delighted with the services offered and the personalized follow-ups – all of this in while maintaining a progressive relationship with their clients.»



The end of the story - Photography - 2012

Mary-Laëtitia Gerval – Photographer

«Subscribe to the services of Art-Trope is a real opportunity to better understand the contemporary scene, but also their advice allowed me to clearly convey my artistic approach and share experiences with other Artists in the community. Art-Trope is also an excellent relay to stay focused on my creation and develop my network.»



Princess walk - Photography - 2014

Lucie Ternisien – Photographer

«Art-Trope allows me to be accompanied and followed in the development of my artistic work and to exhibit it, for example at the Festival des Voies Off d'Arlès, and thus to confront it to the public. This new generation of Agency has played a role in my awareness of the profession of Artist Photographer in order to anchor me little by little in this market. Their benevolence and efficiency allows me to consider with more serenity the profession of photographer, and to devote myself to it in a free spirit.»



The wait - Photography - 2019

Guillaume Dimanche – Photographer

«Art-Trope is not only an indispensable tool for the dissemination of my artwork but is also a place for artists to connect with one another. I have worked with Art-Trope for 3 years, and through this time I have learned that Virginie Tison and her team are a precious tool for the development and visibility of my artwork. The agency is, especially for me a true, reliable and serious means of advice for the development of my career based on strategies and personalized visions for my artistic future. They listen to my questions while not forgetting to take my needs into account. Together we work to seek to develop the best answers. Even when I'm far away, at an art residency abroad for example, exchanges are easy and effective.»

9. Interview of the Founder

“In an era of globalization, it is important for Artists to be able to exhibit internationally and safely for their Artworks.”

Art-Trope's Founder and President Virginie Tison tells, from her experience as a painter, how she identified the problems of the artistic profession and provided a solution adapted to the Contemporary Fine Arts market.



Can you introduce us to Art-Trope ?

Art-Trope is a company that provides services entirely dedicated to worldwide Artists who wish to exhibit in the major cities of the Fine Arts market such as Paris, New York and London. Art-Trope supports Artists in the long-term regardless of their artistic level and their geographical location.

What do you propose to Artists ?

To ensure the visibility on the artistic scenes as well as on Internet, Art-Trope offers the Artists a set of pay per services dedicated to their needs. Art-Trope aims to develop technological tools enabling them to manage without difficulty their artistic career.

How is that different from what already exists ?

The difference is that Art-Trope is not a simple online platform, because the goal is to deliver to the Artists a service in interaction with the Fine Arts market in the targeted cities. On the globalization level, it is important for them to be able to exhibit internationally and in safely for their artworks. The more they exhibit in these cities in the long-term, the more collectors who generally become investors will buy their Artworks.

What are the benefits for the Artists ?

In order to search exhibition spaces and manage his/her career, an Artist often needs to travel to the city where he would like to exhibit and often has to knock on doors with his portfolio in hand. If by luck, the Artist finds an exhibition, he/she however cannot afford to stay for a long time in the city. Such a context results in an increasing risk of having his/her Artworks lost or stolen. Not only does Art-Trope contribute to a better safety, it also helps to follow the evolution of the Artists in the long-term.

What are the developments that you are planning to do ?

I have big ambitions for the Artists through Art-Trope. Of course, everything depends on the quality of the Artists' artwork. But I remain confident: I have met many talented Artists who have still not found their place in the art market. But I would like to emphasize the fact that it is not the Artists' artwork that should be questioned, but the way the Fine Arts market is operating. Behind every artwork, there is an Artist, a message, a research, an esthetic approach and Art-Trope is there to secure its sustainability.

Why did it take you so many years before starting the company ?

It has taken a long time to achieve my training. Originally I am a painter, and it took me a while to understand how the Fine Arts market works on every level and to find solutions to its problems. I had to be 100 % sure before starting Art-Trope in order not to involve Artists in an uncertain future. My motivation is to improve the Artists' situation all around the world, it allows me to create every day through Art-Trope. It is like an extension of myself. I truly and deeply care about this mission and realize my vision is about to come true.

Gérard Delorme – Former Assistant Director of Lagardère Active



Guillaume Dimanche
Mary-Laëtitia Gerval
Maribé
Lucie Ternisien

Art-Trope presents 4 Artists at the Paris Contemporary Art Show by YIA Art Fair
from Thursday November 7th to Monday November 11th 2019

At Rivoli Building – 118 rue de Rivoli – Paris 1^{er} – BOOTH #6

VIP day & opening day on Thursday November 7th from 12pm to 10pm by invitation only.

ART | TROPE

International
Modern & Contemporary
Art Fair (since 2010)

NOV
7 - 11
2019

P/CAS - PARIS
CONTEMPORARY
ART SHOW #19

By YIA
International
Art Fair