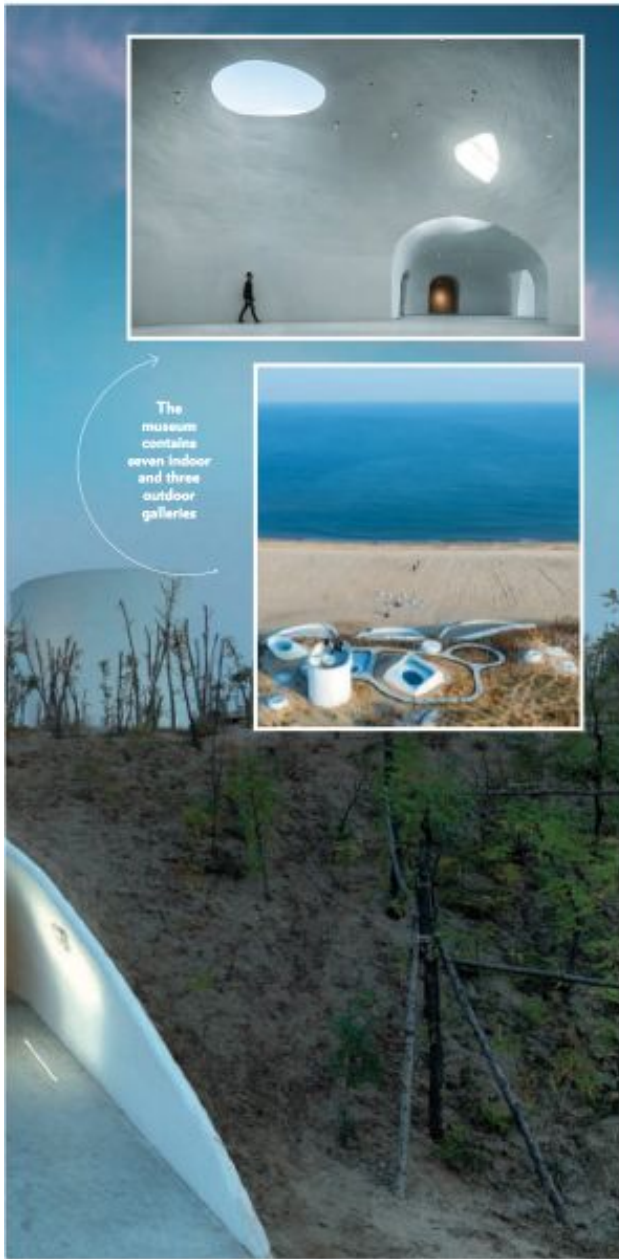


XHIBITION

AUCART | AMERICAN WAY | MARCH 2019 ISSUE | CIRCULATION: 700,500





The museum contains seven indoor and three outdoor galleries



5

Young artists are starting to click

A new website discovers fresh talent

WOULD-BE PATRONS OF FUTURE GEORGIA O'Keeffe or Keith Harings may be pleased to learn that AucArt, the first online auction house specializing in early-career contemporary art, launches in the U.S. this month.

The startup, founded 15 months ago in London by Natasha Arselan (above), offers works from mostly undiscovered alumni of 10 prestigious New York arts institutions and already handles 200 graduates from the U.K.'s leading 30 art schools. Collectors can bid or "buy now," with artists receiving 70 percent of the price.

"For buyers, it is more than a transaction—they're investing in an artist very early on," explains Arselan. "Artists, meanwhile, get help at the most vulnerable time of their careers." She says that in the company's first year, some of its artists have seen their value rise by as much as 300 percent.

And, at least online, you won't have to worry about tricksters shredding their work upon purchase at the auction house.

—LOYD BARROW
aucart.com



Rise by Hannah Weekes, one of AucArt's artists

LEFT: COURTESY OF OPEN ARCHITECTURE; PHOTOS BY IAN GUNDS (AN 03); TOP RIGHT: ANDREW HARTIS