

ato.black

ATO.BLACK – ARTS COSMOS

LEARN

Art needs no introduction. But that doesn't excuse vague, abstract interpretations that often create more confusion than clarity. We want to tell you about the ato.black artists and their stories, as we know the world of art isn't always the most accessible. By producing engaging texts, videos, interviews and audio clips, we want to offer our audience a gateway to the art world. And if the content on our website leaves you wanting more, we are always happy to answer any questions.

DISCOVER

We are constantly growing. New art and new artists can be found on our website and at our events and exhibitions every month. Each work features an online presence with high-quality photos. Although we want to differentiate ourselves from traditional art galleries only interested in helping a few individual artists succeed, our art is also selected to the very highest standards. We guarantee to have personally inspected each work.

EXPERIENCE

We are always thinking of our online presence, yet we also want to create offline experiences. We believe everyone should have the opportunity to experience art in person. For this, we organize events and exhibitions in different places across Germany. We update our website daily with the current viewing location of each artwork. By using public spaces, we maximize the chance of experiencing art in the real world. However, we are not the only ones doing this. The artists themselves also exhibit works autonomously – when, where and how they want. Information regarding all of this can be found here at ato.black.

CONNECT

ato.black is an arts cosmos and the artists are its core. We want to strengthen their network and increase their chance of success through various formats, such as individual artist pages with videos and texts, organized events and exhibitions, and personal business cards. Yet the ato.black cosmos extends much further than that. Enthusiasts, promoters, sponsors and potential buyers are also a part of it. We want to give everyone the opportunity to belong to it and help realize our vision of a fair art market. Each crew member receives their own page, on which they can introduce themselves with a short description, resume and portfolio. With this, we want to promote the exchange of different abilities and interests.

CONTRIBUTE

Art is a concept. You cannot always hang it on your mantelpiece above the fireplace. We also want to promote ideas and artistic visions, even if they are sometimes difficult to sell. For this, we developed a contribution model. Anyone who contributes €50 or more will receive an artifact belonging to the artist. The idea is reminiscent of crowdfunding, however at ato.black there is no minimum funding amount. Every contribution counts. ato.black receives fifteen percent as a handling fee and the rest goes to the artist.

BUY

Art purchases and financial support are simple with us. Offline, a QR code is located next to each artwork, linking you to the online page where you can buy it. We take care of the transport and hanging the artwork in your home. Our prices are transparent and so is our business model. Seventy percent of the sale price (excluding transport costs) go to the artist and thirty percent to us. Galleries usually take a cut of fifty percent or more. This is understandable given the operational costs of each gallery, but we believe it should change. Digital possibilities open up the potential for new business models that no longer warrant such a high rate of commission.