



BREAKING THE WALL OF ART IN DIGITAL WITH ART DOG

artistic value creation on a digital field

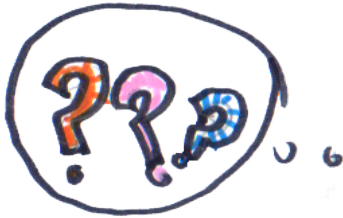
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ARTIST

Are you highly educated and equipped with a unique skill set but feel that noone would work with you?
Do you have great ideas but noone to talk about it?



Arnaud Lepère, Hugo Boss FW09, Jean-François Carly

BUSINESS PEOPLE

Do you feel bored by your colleagues? Do you feel like saying something but have no clue what? Are you frustrated because you lack innovative ideas?



<https://www.pinterest.de/repulsive333/androgyny/>

PROBLEMS

- Artistic capacities and skill sets remain underutilized.
- Artists do **low paying, low skill** jobs: Their unique skill sets do not get utilized.
- Art market lacks transparency and dealers enter substantial gains while the **artist's part remains insignificant** concerning value creation.



ART DOG

- ..makes artistic potential **visible and accessible**: Artists get recognized as highly educated thinkers as well as trained producers.
- ..connects **creative minds to the business world**: Artists receive greater pay and companies stand out by **revolving innovative attitudes and actions!**
- ..enables artists to take part in the value creation process by **directly selling their (knowledge) work online**.

QUESTIONS?