

## — Bringing the art world on mobile

This spring will witness the launch of a new digital platform, tailor-made for the art world and promising to disrupt the global art social experience.

LiveArtSocial is a unique global navigation tool and a by-invitation-only network for art professionals, collectors and enthusiasts. You can receive all your invitations & passes on one mobile platform and be instantly connected to anyone who shares your interests and passion, anywhere in the world.

« We are a platform that any art business can easily plug into and immediately interact with their clients on mobile making it easy and interactive to participate in art events around the world. » says Linda Agata Senya, co-founder of LiveArtSocial. « The vision behind LiveArtSocial is to create one place: where members can plan their social art agenda, optimise their time navigating the art weeks, connect and meet with fellow members all around the world and select the opportunities with the greatest potential, thanks to the network's personalised recommendations ».

The founding trio - Alexa Brossard, Linda Agata Senya and Andreas Fux - insist on the importance of building a trustworthy and refined solution. « We are all coming from diverse & demanding professional backgrounds: art institutions & galleries, investment banking & design. We truly value the importance of privacy and the highest quality » says Alexa Brossard.

LiveArtSocial offers strict privacy, a customised visibility to its members as well as the best of social sharing: instant geolocation, match-making, encrypted chat, elaborate profiles, and dedicated posts: « We have combined the most famous functions of social media for a smooth and user-friendly experience. So our members know how to use it naturally. »

With so many fairs and exhibitions held in diverse locations, LiveArtSocial aims to be the central digital storage of the art world social experience. « We are very international ourselves and are used to work and interact with extremely diverse, creative and entrepreneurial individuals. Our brand spirit reflects these experiences and values. We cherish the uniqueness of each person and organisation. » LiveArtSocial is both a global and a personalised solution, addressed to a premium audience « that is curious, diverse and open. We want great, enriching and surprising connections to happen for members. A new way for them to grow their network, business and passion »

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