

Ambitious Startup Takes MENA Art Online!



Many art ventures over recent years have been established around the world to make the buying of art for collectors, first time or seasoned buyers easy. Most of these ventures are based in the USA or Europe and many recently have secured venture capital funding. Now is the turn of the MENA region... welcome to artscoops.com, an online art platform. Artscoops.com was started by mother and daughter

team Raya & May Mamarbachi after realizing that there was a gap in the market regionally with regards to promoting artists and making 'art' accessible to all online. After long brainstorming sessions 'Artscoops' was born. Artscoops.com works with both galleries and artists. Artworks are handpicked and consigned to the website for sale for a period of 6 months. Artscoops endeavors to introduce, promote, negotiate and conclude sales of artworks online. Artscoops is pleased to have created a partnership with Paddle8 and will be holding its first online auction between the 10th and 21st of September 2014. Currently more than 60 pieces will be made available to buyers around the world. Artists participating in the auction include Mohammad El Rawas, Hussein Madi, Mouneer Shaarani, Fadi Yazigi, Abdullah Murad, Khaled Takreti, Bahram Hajou, Farouk Kondakji and many more. Such a platform will help promote artists in the region to the outside world, add liquidity to the art market, improve transparency and providing more accurate art estimations and valuations. Buyers can discover new art from the comfort of their own home and as the commissions are lower the whole business of buying art is more affordable and accessible. We welcome this bold initiative that is part curatorial and part distribution channel. For more information please visit: <http://artscoops.com/home>.