

For Immediate Release

September 2rd, 2014

ARTSCOOPS LAUNCHES NEW ART-LED DIGITAL PLATFORM

Artscoops.com, an online art platform specialized in the buying and selling of Middle Eastern and North African Art, has today launched its new digital platform.

The platform features contemporary and modern artworks from leading international galleries and artists from around the world with a focus on Middle East and North Africa. Whether you are a collector or just getting started, you can learn, meet, browse, purchase and bid on artworks from both renowned and emerging artists on the platform. It provides an intuitive, easy-to-use design that gives users access to a robust, open platform. As part of the process, the team will help to promote, negotiate and conclude the sales.

Raya Mamarbachi, Founder, said: *"We are an online art platform offering carefully selected renowned and emerging Middle Eastern artists to local, regional and international audiences. Our platform provides original recommendations and content assembled by a team of local curators and art advisors. Features will range from an innovative e-commerce system to special offers online for limited editions of exclusive content, to mobile applications."*

Artscoops is about 'experiencing art'. It offers a part information channel for buyers to explore new art and artists through content, a part- curatorial, part- live auction service and part- distribution channel to a community of art buyers.

Artscoops founded by Raya Mamarbachi, a digital marketing executive with extensive experience in developing innovative technology platforms, and art consultant May Mamarbachi.

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About Artscoops:

Artscoops' mission is to be the leading Middle Eastern & North African Art online art platform specialized in the buying and selling of art.

We believe in creating long-term value for our buyers, collectors and partners. We accomplish this by offering unique artworks accompanied by unbiased and independent information on the artwork and artist; live auction and advisory services; a platform to explore art and artists with a secure payment gateway; global coverage, and more.

Our vision is to create a 24/7 platform where you can purchase artworks directly from contemporary artists and commercial galleries. You are not limited by hours of operations or location.

The fundamental power of our platform lies in being futuristic, collaborative and innovative in our approach, while offering full transparency on the business of buying art.

Notes to Editor:

Raya led the digital marketing departments at Publicis in Lebanon and DDB in Qatar, working on large accounts such as Qatari Diar and the Qatar Museum Authority. She has also held positions in both online and traditional marketing at global companies (Association of Executive Search Consultants in New York & Executivesontheweb.com in London).

May represented The Victoria & Albert Museum (London) for The World Ceramics Show in Damascus, November 2008 as part of the Damascus Arab Capital of Culture. May was part of the committee involved in organizing Syri-Arts, at the Beirut Exhibition Center from Oct 30th to Nov 8th 2013; a non-profit initiative inviting artists to donate a work of art to be auctioned by Paddle 8 to raise funds for Syrian children.

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