

Artscoops Launches A Digital Market For MENA Artworks



May and Raya Mamarbachi have just made a scoop in the MENA art world by launching an online platform specialized in the buying and selling of regional art. Artscoops.com is a platform where you can purchase contemporary and modern artworks directly from artists and commercial galleries. Sabhan Adam (Syria) and Mohammad El Rawas (Lebanon) are part of the growing portfolio of more than 80 pieces that are

already available online. No need to be a specialist to understand the huge potential of Artscoops's market. Over the past two decades, the MENA participation in the international art world has boomed: producing, buying, and showing. Raya Mamarbachi witnessed first-hand the growth of Qatar into a major market maker, spending 25% of the region's \$11 billion art market (a figure set to triple by 2015 according to the NYT, "An Emirate Filling Up With Artwork"). MENA artists are some of its favorites. Creators from the Arab region in particular are everywhere today. They started by colonizing leading public museum and private collections, major institutions, biennials, art fairs, large-scale shows and coveted awards. The MENA region is now equipped with an impressive cultural infrastructure. The most visible part of the process is the emergence of star museums and art fairs across the Gulf.

One dimension was still missing to achieve this unrelenting expansion: Artscoops provides Arab artworks with its own digital platform. Being a collector does not require you to fly around the globe or rank amongst the friends and families of glittering art fairs anymore. Artscoops makes it possible for any online user - local, regional and international - to discover the art production of the MENA region and become a collector. Artscoops is actually a double channel platform dedicated to