



Experience Life

| Project | ARTSEASONS 2007 |

Background:

Art partner GmbH as the publisher of ARTinvestor established ARTSEASONS in 2002 with the objective to provide the increasing need of strategies for long-term investment opportunities beside the aesthetical quality of art. Up to four times a year, ARTSEASONS holds top-quality get together for international art collectors. A local patron supports each event. Top international galleries exhibit selected works of art that may be purchased.

- Ales exhibition of contemporary art at distinguished venues around the world
- Premier platform for networking, customer acquisition and business relations
- Selection of international renowned galleries to participate in exhibiting masterpieces by established representatives from the contemporary art scene

Facts & Figures:

- Approx. 100 pieces of art from 42 different artists
- Including paintings, sculptures, installations (audio & video), performances (fire, drawing)
- Total worth: more than 3 Mio. Euro
- 75% international, 25% local art
- Pre-Opening Events: 1-3 February 2007
- Dinners, jazz, charity auction, golf tournament, press conferences, guided tours

180 degrees project responsibilities:

1. Conceptualization & Strategy
2. Sponsor Acquisition
3. Local marketing & PR
4. Operational Implementation
5. VIP Hospitality
6. Media Coverage

Project duration: March 2007 - August 2007

ARTINVESTOR



180 degrees

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