

ARTCRATER BRINGS LIQUIDITY TO ART

Whoever buys art is king, but whoever wants to sell it again becomes a petitioner and usually has a hard time. This is because galleries rarely take artworks back.



AUCTION SALES HAVE BECOME TOO RISKY

In the auction business only a good half of the works that come up for auction can actually be successfully knocked off; the 40% of artworks that are not sold are considered „burnt“ and therefore hard to sell for a long time.

GALLERY BUYERS ARE ON STRIKE

This situation has led to an increasing reluctance on the collectors' side to acquire new artworks in primary market galleries. ‚If I can't sell anything, I don't buy anymore‘ is a comment of collectors frequently heard now.



Ruth Gudrun Wurlitzer
Sculpture: ‚The Crying Girl‘ von George Condo
Photo: Bernd Jaworek

THE SOLUTION OF THESE PROBLEMS

The online platform Artcrater, founded by the renowned Berlin collector Ruth Gudrun Wurlitzer, is now reacting to this problem.

Artcrater is an exclusive online membership network of collectors, through which they can offer their works of art discretely and sell them directly from collector to collector. Artcrater charges a commission of 5% from each the seller and buyer on every successful mediation.

To guarantee desirable quality and prevent from being an ‘outlet’, Artcrater focusses on works by the 700 most wanted artists from the globe.

Website: <https://artcrater.com>

Further details and photos : <https://artcrater.com/press/> T: +49 30 2 9797 444

ARTCRATER

SELL AND BUY ART PRIVATELY & DISCRETELY

Longer text + explanation

„If you buy art, you're the king, if you want to sell it, you're the a.....“

This lament of a great London collector in a small circle of fellow sufferers has been echoing constantly in Gudrun Wurlitzers head, because it is exactly her own ache. She decided to offer a digital solution to solve this collectors pain - and Artcrater was born.

Artcrater is an exclusive digital collectors network where collectors can sell and acquire artworks online, discreetly, confidentially and directly from each other.

Rarely galleries want to take an artwork back. So in most cases an auction is the only means of choice. Auctions are loud, unpredictable and similar to gambling. The risk of harming artists, galleries and the artwork itself is obvious if the artwork is unsold or undersold.

If the piece belongs to the 39% of unsold (“bought in”) works, the collector has a problem. Some say that the artwork is “burned” and you can't sell it at a convenient price within the next years. The costs for transport to the auction house and back are especially painful under such circumstances.

Moreover, every artist fears that their work might be undersold, or unsold at auction, affecting confidence and making sales from the gallery much more difficult. Artists and gallery owners suffer from these circumstances too. This situation has led to an increasing reluctance on the collectors' side to acquire new artworks in primary market galleries, as they now consider the possible successful sale of a collection object to be too risky.

With Artcrater, it will be easier for collectors who want to sell. Artcrater strives to become a pure collectors network with a growing community that allows its members to sell discreetly, digitally and directly from collector to collector without any “bought-in” risk. The prices obtained are not displayed on our website, therefore there is no registration by art valuation companies, as is the case with auction results. Furthermore, the collectors network of Artcrater will digitalize the private sales sector, an art market segment which has hardly been digitized at all and is still characterized by strong inefficiencies.

At the same time, Artcrater offers the great experience to purchasers of discovering interesting artworks like in an auction catalogue, but without the risk of getting involved in a bidding war for the purchase and paying high unforeseen additional costs of up to 30% on top. Artcrater charges only 5% from each the seller and buyer, which are clearly summed up during the sales process. When accepting art objects, we apply the same selection criteria that are common in the art trade and auction business in order to supply our users the same standards and security.

We also selectively grant galleries and art dealers Membership. We are convinced that our collector community will be a highly interesting alternative or supplement to art fairs.

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