

ARTS AND ENTERTAINMENT

Artsy partners with Parisian art fair to provide global digital platform

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Some art galleries will be hosting in-person events for LE PARI(S). Image credit: Artsy

By LUXURY DAILY NEWS SERVICE

Global art platform Artsy is partnering with a Parisian art event for an extended online experience.

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Artsy will serve as the exclusive online marketplace for LE PARI(S), an event that was created in response to the cancelation of one of the city's seminal art fairs. LE PARI(S) runs from Oct. 19 through Oct. 25, and Artsy will offer online viewing through Nov. 1.

"The art scene in Paris is one of the most celebrated and important in the world, and we're thrilled to partner with LE PARI(S) to drive global exposure and sales for its participants," said Dustyn Kim, chief revenue officer at Artsy, in a statement. "This new and exciting event continues important momentum in Paris at a critical time for the art world, given the unfortunate cancellation of so many in-person events both in Paris and across the globe."

Digital art fairs

LE PARI(S) was established after the 2020 Foire Internationale d'Art Contemporain (FIAC) was canceled as a result of the coronavirus pandemic.

As a result, the Comit Professionnel des Galeries d'Art (CPGA), is bringing together galleries, art fairs, museums, art centers for LE PARI(S). More than 200 galleries are participating in the event.

"Despite the pandemic, the art scene in Paris remains abundant and as dynamic as ever, and new opportunities continue to arise," said Marion Papillon, chairwoman of CPGA, in a statement. "We therefore created and launched LE PARI(S) to send a positive signal to art lovers and collectors in the region, as well as those across the globe unable to attend in person by partnering with Artsy."



Art collectors will be able to purchase pieces online from participating galleries. Image credit: Artsy

Artsy will serve as a hub for both local and international audiences to access the events digitally. An interactive map will help art lovers navigate in-person programming.

Art collectors will also be able to purchase pieces online from all of the participating galleries. An augmented reality feature available on the Artsy mobile application also allows collectors to virtually place artworks in their homes before purchasing a piece ([see story](#)).

Collectors are devoting more of their budgets to buying pieces online, according to a 2019 report from the global art platform.

Artsy's Online Art Collector Report found that more than two in 10 online buyers spend 75 percent or more of their art budgets on online purchases. Sixty-four percent of art collectors have purchased art online as ecommerce becomes a more viable platform for the art industry ([see story](#)).

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