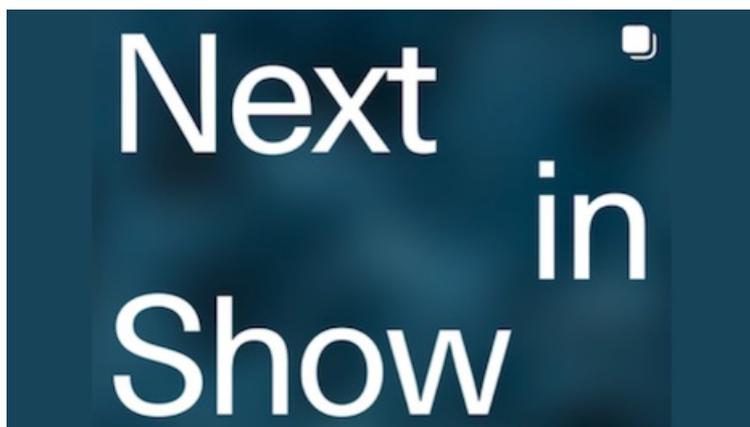


ARTS AND ENTERTAINMENT

## Artsy launches social media campaign for early career creatives

July 6, 2022



*Next in Show submissions are open until July 20. Image courtesy of Artsy*

By LUXURY DAILY NEWS SERVICE

Online art marketplace [Artsy](#) is searching for the next generation of artists with a new social media campaign.

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The Next in Show initiative aims to support artists without gallery representation on the Artsy platform. It is the latest effort from Artsy to democratize and diversify the art industry.

Up next

Artsy is hoping to share its platform with early career and emerging artists to help them get discovered.

The social media campaign launched last week on Instagram. To be featured, candidates must post their work on Instagram, tag [@artsy](#) and use the hashtag [#artsynextinshow](#).

[View this post on Instagram](#)

A post shared by Artsy (@artsy)

*Artsy has launched a new Instagram campaign*

Submissions are open until July 20. The hashtag has already been used more than 3,000 times.

The Artsy team will then review the entries. The favorite works will be shared on Artsy's Instagram account, introducing those artists to the marketplace's audience of collectors, galleries and fellow artists.

Artsy currently has 1.6 million Instagram followers.

The art platform has increasingly prioritized advocating for a more inclusive industry, highlighting emerging or underrepresented artists.

To mark AAPI Heritage Month in May, Artsy hosted an auction with Japanese artist Tomokazu Matsuyama and Kotaro Nukaga Gallery. The auction benefited the Asian American Arts Alliance and featured a recently completed painting completed by the artist ([see story](#)).

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