



fineartmultiple™

The leading marketplace for
contemporary art

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Originals Only

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ROMAN MARIA KOIDL

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Fineartmultiple.com is an online art marketplace for original and certified artworks by the world's top 500 most important artists. Launched in September 2015, it features over 2,500 works by contemporary masters such as Damien Hirst, Roy Lichtenstein, and Andy Warhol, as well as a range of exciting younger artists and modern masters. In addition to the marketplace, *fineartmultiple* provides a specialized online magazine with up-to-date art world news and an international community of art lovers offering exclusive insights into private collections across the globe.

The unique platform was founded by siblings Roman Maria Koidl and Dr. Nina Koidl. Bringing together Nina's expertise as an art historian and gallerist with Roman's experience as a successful entrepreneur and avid art collector, they created *fineartmultiple*. Working with the most prestigious galleries in the world, **by invitation only**, and **carefully curating the selection of artworks**, *fineartmultiple* is able to offer the most outstanding contemporary artworks online. Amongst our partners are Marlborough Fine Art, Lelong Editions, Paul Stolper, König Galerie, Gemini G.E.L and Schellmann Art. In response to the demands of the art market in the digital era, it is the aim of *fineartmultiple* to bring its internationally renowned partners to a wider online audience and to make outstanding original artworks available to the public across the globe. **What the most influential art fair offers offline, we offer online, accessible to art lovers everywhere.**

The platform guarantees the authenticity and quality of every work offered, approved both by *fineartmultiple* and its trusted producers, and is **uniquely positioned as a fully transactional marketplace**. Customers from any country across the globe can find an artwork and purchase it on the platform within a few minutes, assured that shipping, taxes and insurance are correctly factored in according to international standards and regulations, making *fineartmultiple* unrivalled among the transactional online art marketplaces.

fineartmultiple taps into the wonderful characteristics of the multiple, its manufactured uniqueness, and the democratic legacy of its circulation. Designed to be disseminated, multiples are accessible works of art that allow producers to reach a global audience. Often seen as witty, critical, or ironic, multiples are cherished by established collectors and newcomers alike. **Multiples and editions allow customers to buy original artworks by the most celebrated artists of our time at reasonable prices.**

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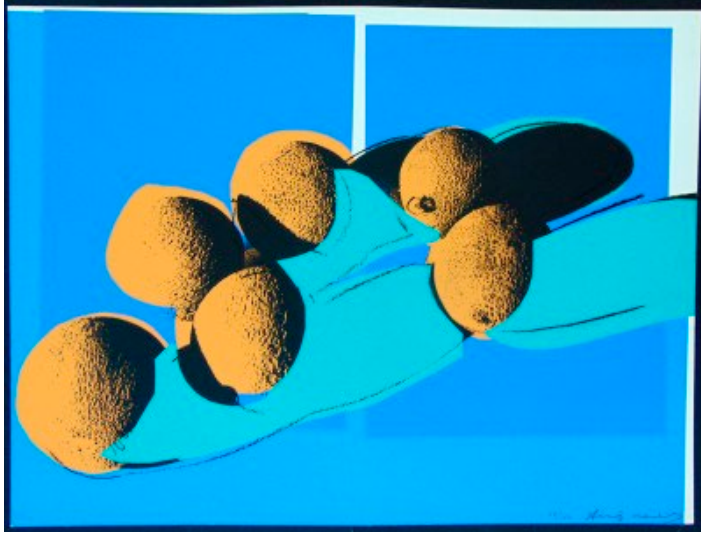
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We understand our clients' needs when buying art online, and for this reason, pride ourselves on presenting the artworks accurately and completely. Our "View in a Room" function allows users to study every detail of an artwork, from the paper texture to the artist signature, whilst the newly launched **finerartAPP** gives an **augmented reality view** of how a client's chosen artwork would look in their own home.

fineartmultiple is a subsidiary of Koidl & Cie. Holding AG, a company builder based in Lucerne, Switzerland, run by Roman Maria Koidl, founder of Berlin-based non-profit exhibition space Kunsthalle Koidl. German stock exchange rated media company ProSiebenSat.1 Media SE and AXA Konzern AG (AXA Art Insurance) are primary minority stakeholders of Fineartmultiple AG.

For further questions please contact Minnie McIntyre at minnie@fineartmultiple.com or our editorial office on +49 (0)30 2363 0280.

PRESS IMAGES



ANDY WARHOL, *Space Fruits (Cantaloupes I)*, 1979
Screenprint on Lenox museum board and Strathmore Bristol paper, Signed by the artist, 59 x 80.5 cm (31.7 x 23.2 in), Edition of 150. Courtesy *fineartmultiple*
\$21,000 (plus VAT)



FRANCIS BACON, *Etude du corps humain d'après Ingres*, 1984
Lithograph, Signed by the artist, 86 x 60.5 cm (33.8 x 23.8 in), Edition of 180.
Courtesy *fineartmultiple*
€9,500 (plus VAT)



HELMUT NEWTON, *Violetta Sanchez, Paris 1979*, 1979
Silver gelatin print, Signed by the artist, Print: 36.2 x 24.2 cm (14.2 x 9.5 in), Paper: 40.1 x 30.5 cm (15.7 x 12 in), Framed, Edition of 75. Courtesy *fineartmultiple*
Price on request



JAMES ROSENQUIST, *Time Lines*, 2012
Lithograph in 8 colors with an etched hand-colored rotating mirror
Signed, dated and numbered, 69.5 x 58.4 x 4.8 cm (27.4 x 23 x 1.9 in)
Framed, Edition of 44. Courtesy *fineartmultiple*
\$7,500 (plus VAT)

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“AT FINEARTMULTIPLE EVERY WORK IS OF THE UTMOST IMPORTANCE.”

Interview with Roman Maria Koidl, the founder of *fineartmultiple*

Lets start at the beginning—how did the idea for “fineartmultiple” first come about?

Being a collector myself, I found it tricky to acquire multiples and editions online. I sometimes even ended up on EBay looking at posters. In other words, it was difficult to find a marketplace for signed or certified artist originals.

What was the catalyst for the venture?

After I had developed the basic form, I told Dr. Charlotte von Koerber about my idea at an annual Art Basel reception of a collector friend of mine. She put me in contact with our first great partner and supporter of the platform—the founder of Edition Schellmann, Jörg Schellmann. Known for being extremely discerning, Schellmann’s participation certainly helped to get the rest on board.

Shortly after “fineartmultiple” was established your sister Nina joined the venture to act as chief curator and managing director. How come you teamed up together to run this startup?

With a PHD in art history and considerable experience as a gallerist, my sister Nina is very knowledgeable about art. She has been active in the art market for over 20 years and is always very discerning when selecting and critiquing work. The art market is built on these two elements—interpretation and context. You can’t run an art platform the same way that you would an online shoe shop.

The Kunsthalle Koidl, an exhibition space both for collections and collectors, is a private initiative that has already become an institution in Berlin. Where does your passion for art come from?

Our mother must have instilled it in us. She studied at the Städelsches Institut in Frankfurt. We had lots of art at home, artists often came to visit, and we used to get dragged through museums all over Europe. It’s incredible how much sticks with children, even if as teenagers we had relatively little interest in all of this.

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What convinced the investor ProSiebenSat.1 to join fineartmultiple AG?

fineartmultiple is not my first online startup. My company builder Koidl & Cie. proved with the sale of Schokogramm.ch to Swiss business group Migros that we can realize concepts successfully and place them on the market. The feature allowing users to resell works on *fineartmultiple* and thus effectively creating a secondary market was certainly a deciding factor as this is something that other art portals do not offer. This feature together with our integration of a community of art enthusiasts forms our USP.

What is unique and new about “fineartmultiple”?

We call it the 4C strategy—the combination of content, community, commerce, and curation. The last point in particular—the curated selection process—clearly differentiates us from the rest. At fineartmultiple every work is of the utmost importance, within the context of contemporary art or in regard to its increase in value.

How is your online platform structured and what does it offer?

First and foremost, it offers exceptional original artworks by the greats of the international art scene. Everyone can find an artwork to suit them and their budget on our platform; from a novel multiple by Lawrence Weiner for under 100 Euros through to a fantastic original print by Andy Warhol for over 100,000 Euros.

What distinguishes “fineartmultiple” from an editions gallery with an online shop like “Lumas” or a digital art marketplace like “Artusiast”?

To put it simply the contemporary art market consists of three parts—the market for unique works at the upper end, the market for posters and unsigned editions at the lower end, and the middle market segment. This is the segment for original editioned artwork and artists’ objects of high-quality, thus multiples. The middle and upper market segments are interesting for collectors because of their potential for price development, whilst the lower market segment is a useful decoration and interior design resource. *fineartmultiple* focuses on the middle market segment of fine art originals by leading contemporary artists.

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How did you manage to get the most renowned producers of editions and multiples worldwide—market leaders and newcomers alike—on board?

It's all about credibility. Already today *fineartmultiple* represents the most exclusive selection of original multiples and editions worldwide. We represent well-known galleries and partners, part of whom are presenting their works online for the very first time. We are part of the art world ourselves and know how important it is to handle and present the works with the utmost care and precision.

Let's talk more about the galleries. Who are your partners?

There are three types of producers of editions: the printer, the gallerist, and the exhibitor. ULAE in New York, Gemini G.E.L. in Los Angeles, and Polígrafa in Barcelona are all outstanding artisans. The really big artists of our time flocked to them to ensure their works were realized to perfection. The paper is made by hand; techniques are conceived, fine-tuned, and tested together with the artist. The second group is the exhibitors. Jörg Schellmann and the legendary René Block in Berlin are interested in showing works, exhibiting artists, presenting them in curated shows. Finally there is the group of exceptional gallerists and art dealers such as the American giant Brooke Alexander or the brilliant Carolina Nitsch, both from New York, but also younger, ambitious colleagues such as our friends at Three Star Books in Paris. They guide their artists in terms of content as an editor of a book would, helping them to give more distinct form to their artistic ideas.

More and more producers are joining “fineartmultiple”... Could you give us an idea of what to expect in the near future?

There are only about 30 really important producers of multiples and editions worldwide. We are proud to be able to say that the most important of these are already on board. However, we are also interested in small gems such as art associations and exhibition spaces. As a rule we find partners and invite them. We don't accept applications.

What kind of vision of the art market do you want to convey with “fineartmultiple”?

By focusing on multiples we want to highlight an often overlooked but highly interesting market segment for contemporary art. We offer original artworks that everyone can afford. In true democratic fashion we want to show people that owning an original work by Andy Warhol is in fact possible and that art is not reserved for the elite.