



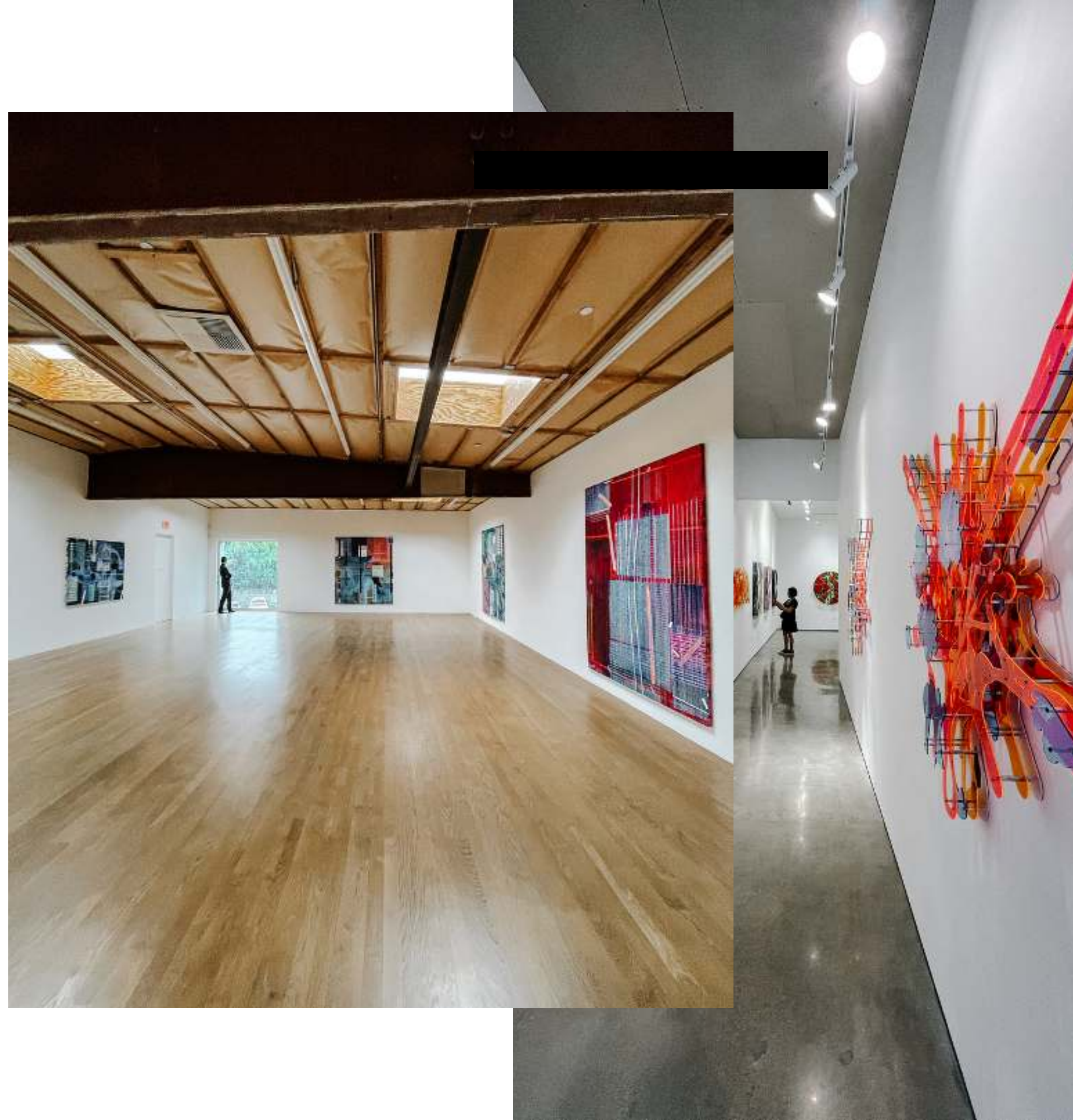
ART XCESS

**CONNECTING ART
AND TECHNOLOGY**

ART AXCESS

ABOUT US

Art Axcess was founded in 2019 as an Advisory firm to the contemporary art market. Using data analytics to identify trends, we provide both galleries and collectors with data-based digital tools that create economic value. Our Art Advisory services coupled with our Digital Marketing skills are unique to this sector. Located in Malibu, we work with customers globally.





THE OPPORTUNITY FOR DISRUPTIVE DIGITAL MARKETING SOLUTIONS WITHIN THE ART WORLD IS SIGNIFICANT

GLOBAL ART MARKET



\$65.1 B

TOTAL

sales of art and antiques by dealers
and auction houses in 2021
worldwide

\$13.3 B

ONLINE

122% increase from pre-pandemic

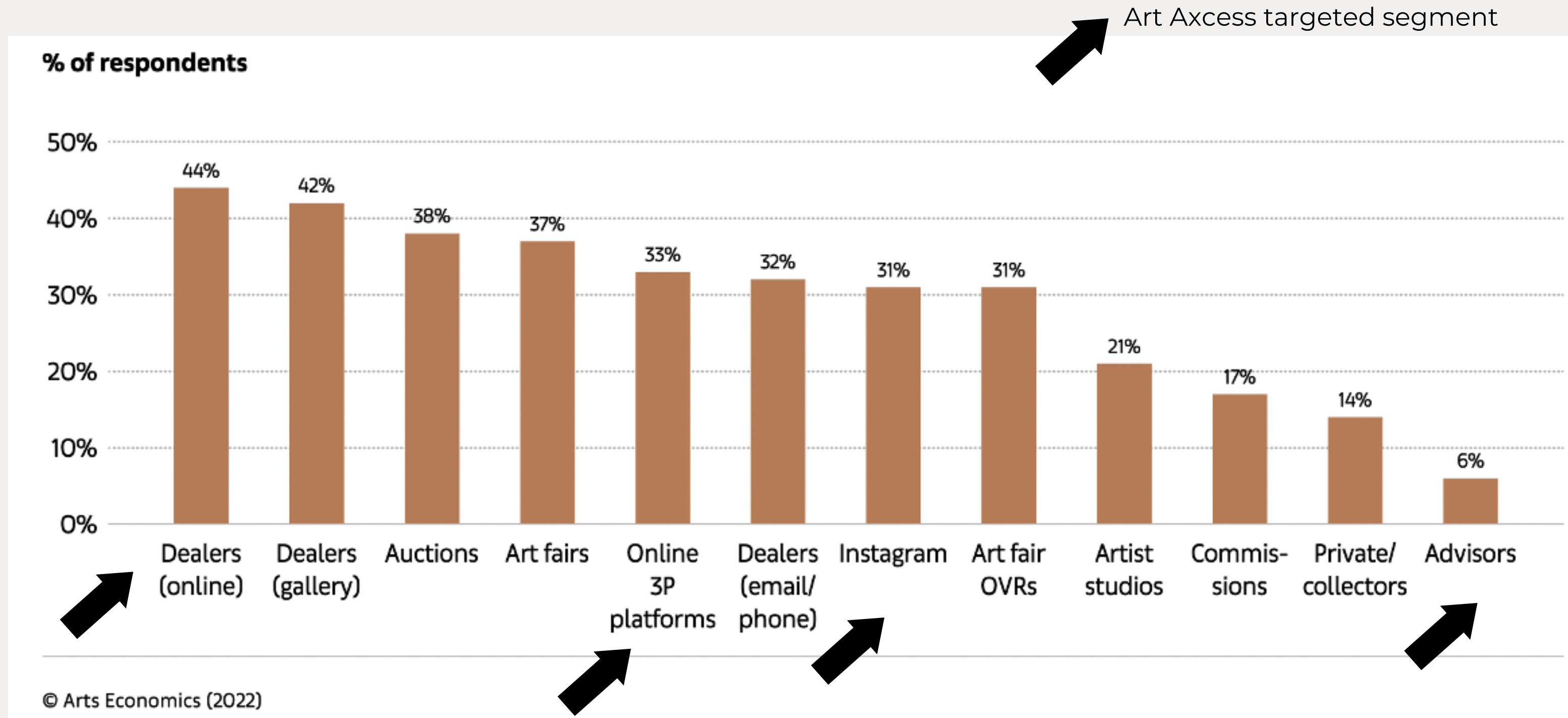
\$6.7 B

**POST-WAR AND
CONTEMPORARY**

art created after 1945

SALES CHANNELS

USED BY COLLECTORS FOR PURCHASING IN 2021





_KEY CHALLENGES

GALLERIES

- establishing online presence
- lead generation
- content creation
- consistent messaging
- online transactions



_KEY CHALLENGES

COLLECTORS

- awareness
- access to artwork`s prices
- ease of transaction
- quality of content
- community



OBJECTIVES

01: GUIDANCE

The contemporary art world can be complex and confusing. We provide the information and resources buyers and sellers need to make informed decisions before transacting

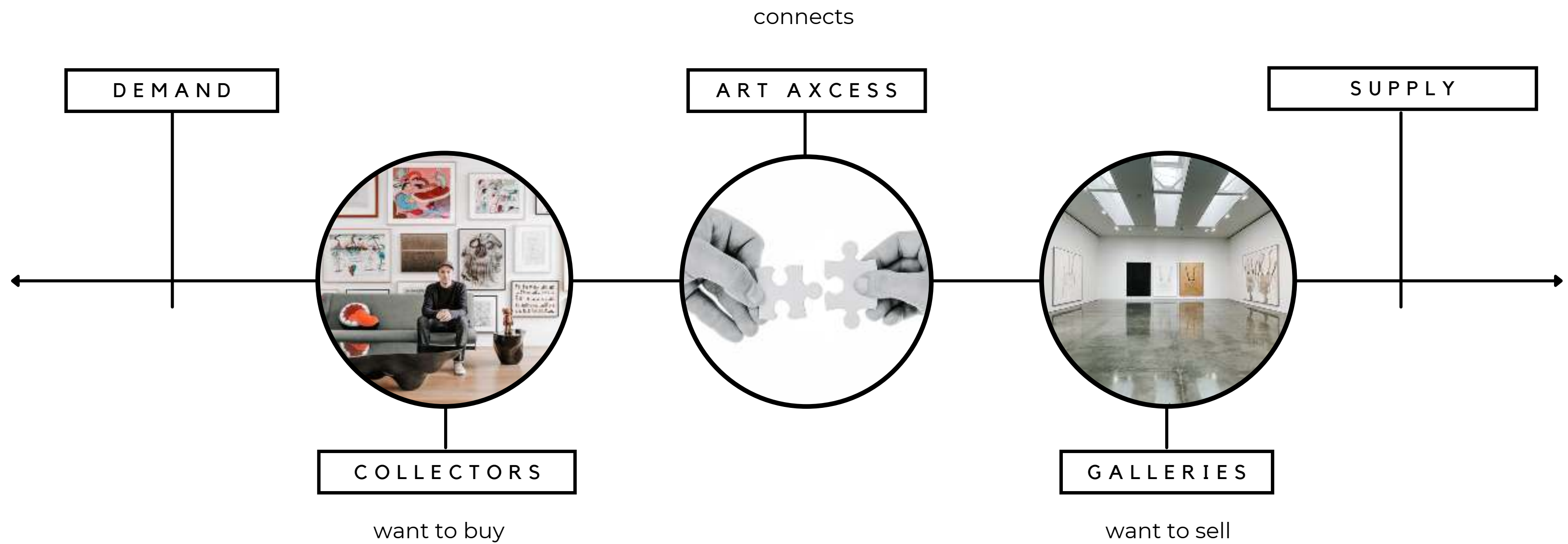
02: ACCESSIBILITY

Proprietary database of galleries, artworks and their prices, auctions and art fair sales results, available for both gallerists and collectors. Stay up-to date on the latest market trends.

03: TRANSPARENCY THROUGH DATA

Transparency in pricing making it possible for collectors to access information about the value of artwork on the market. Demystifying the art world transactions through facilitated connections.

SOLUTION



OUR UNIQUE VALUE PROPOSITION

ART

- Art market expertise
- International network of art advisors and dealers
- Database of galleries
- Access to artists

DIGITAL MARKETING

- Meta Certified
- 6+ years in Digital
- 9+ years in Marketing
- Network of advisors

HUMAN RESOURCES

- Highly skilled specialists
- Cost/value benefits
- Scalability
- Superior aesthetic standards and timely execution

ART AXCESS



OUR SERVICES

01 ANALYTICS

Data analytics of the art market

02 EDUCATION

Educating collectors on art trends and opportunities as well as gallerists on digital tools

03 NAVIGATION

Navigating clients through the complexity of the contemporary art world by linking buyers with sellers.

04 ASSISTANCE

Assisting with art work acquisitions, logistics, installation, collection management



LIA SNISARENKO

FOUNDER AND CEO



Lia Snisarenko is an internationally recognized executive and entrepreneur with extensive strategic and operational skills in a variety of business models.

Lia founded Art Axxess in 2019 as an answer to her belief that significant opportunities exist in the symbiotic intersection of Art and Technology.

Lia has honed her skills in order to embrace the “art meets science” aspects of this changing marketplace, and has the knowledge and network needed to connect products, people and places.

As a Facebook Certified Direct Marketer, Lia knows how to drive ROI in the paid search and social media arenas, thus maximizing the key metrics that measure customer engagement and loyalty.



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