

mercaat

WHAT?



30 ORIGINAIS & REPRODUÇÕES

3/NOV A 10/DEZ DE 2017
NA LX FACTORY
2º - 4º DAS 10H ÀS 19H
5º - DOMINGO DAS 10H ÀS 20H

MERC'ART É DEMOCR'ART:
A OPORTUNIDADE DE COMPRARES
REPRODUÇÕES ASSINADAS
E NUMERADAS DE OBRAS
DE PINTORES, STREET ARTISTS
E ILUSTRADORES POR APENAS
€15, NO FORMATO A3.
CLARO QUE TAMBÉM PODES
COMPRAR OS ORIGINAIS,
A PARTIR DE €250.
MAS SE QUISESERES UM OU VÁRIOS
SÓ PARA TI, CONHECE
A NOVIDADE DESTA ANO:
OS ORIGINAIS ONE-AND-ONLY.

A TRANSIENT ART MARKET (OFFLINE)

2016 - FIRST EDITION; 2017 - SECOND ONE

A MÉLANGE OF PORTUGUESE ARTISTS

STREET ARTISTS, ILLUSTRATORS, PAINTERS, TATTOO ARTISTS, THE MOST KNOWN AND WELL RECEIVED, THE UP-AND-COMING, AND THE ONES TO COME, BECAUSE ONCE WE WERE ALL ROOKIES.

EXCLUSIVE WORKS

EACH ARTIST CONTRIBUTED WITH TWO ORIGINAL WORKS, EXCLUSIVELY CREATED FOR MERC'ART.

WORKS AT UNBEATABLE PRICES

PRINTS AT €15, ORIGINAL WORKS STARTING FROM €250.
A COLLECTION OF ONE-AND-ONLY ORIGINALS.

PRINTS IN LIMITED EDITIONS

ALL SIGNED AND NUMBERED BY THE ARTISTS.

A PERMANENT ART MARKET (ONLINE)

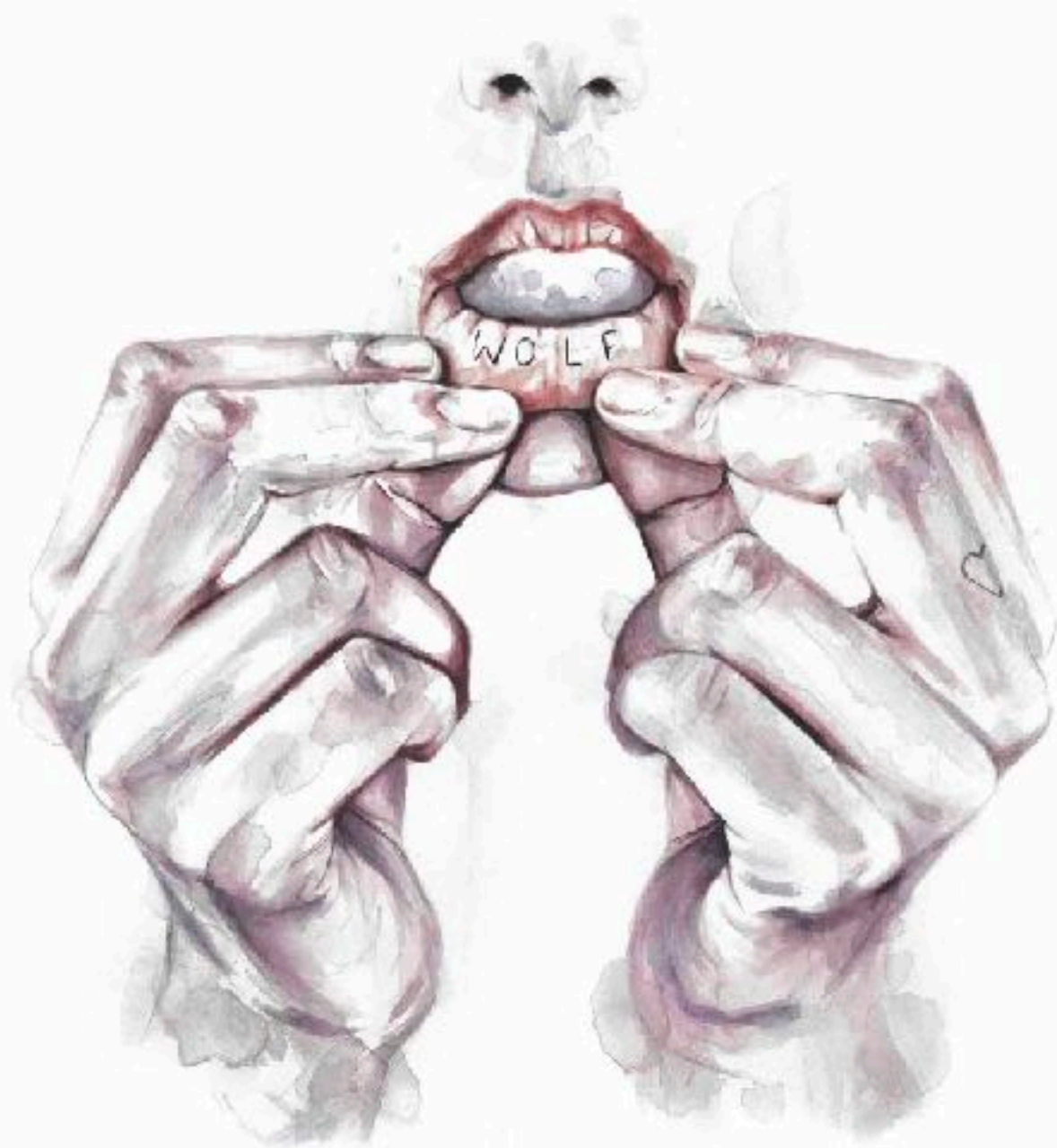
2016 - FIRST EDITION; 2017 - SECOND ONE



ASK US **WHY** AND WE WILL GIVE YOU **6**.

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WHY MERC'ART?



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BECAUSE IT IS URGENT TO DEMOCRATIZE ART'S ACCESS

OUR AIM IS TO BRING ART CLOSER TO THE PUBLIC,
LET IT COME OUT OF THE GALLERIES AND MERGE WITH THE
CITIES,
LET IT MINGLE WITH PEOPLE AND THE SPOTS WHERE THEY
FEEL MORE AT EASE.

BECAUSE IT IS ALSO URGENT TO DEMOCRATIZE THE ACCESS OF THE NEW GENERATIONS OF ARTISTS TO AWARENESS

BY REUNITING THE FAMOUS WITH THE RISING STARS AND
THE ROOKIES WE MAKE COLLABORATION TANGIBLE.
WE BELIEVE COLLABORATION AS ONE OF XXI CENTURY'S
DRIVING FORCES.

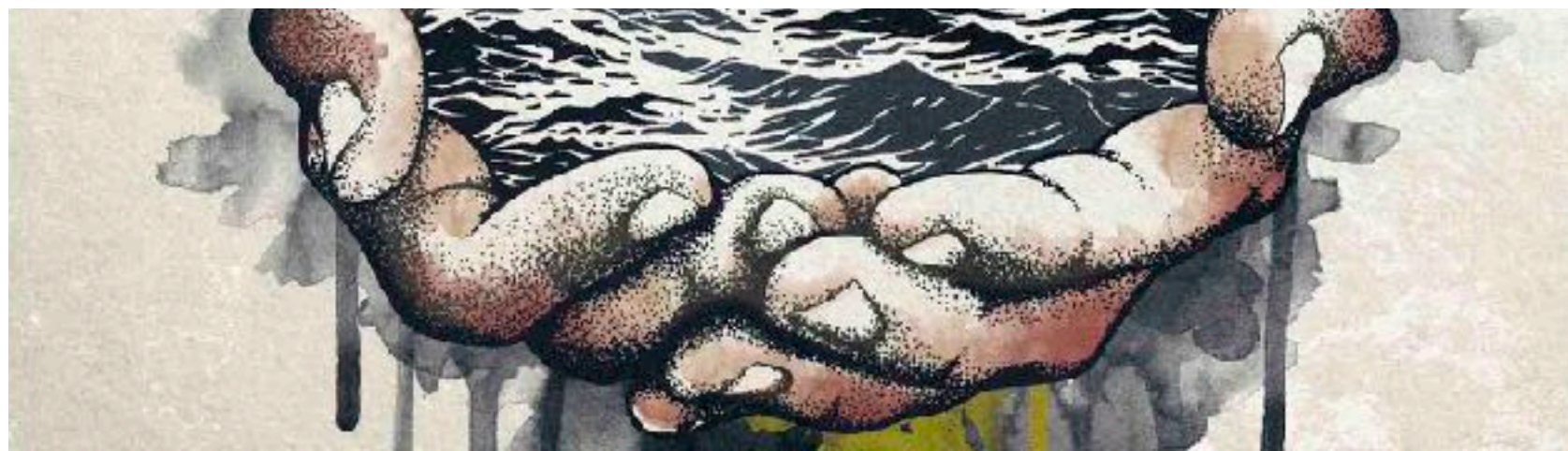
HENCE, OUR MOTTO: DEMOCR'ART

WHY DEMOCR'ART?



THE SHARING ECONOMY IS OUR PRACTICE:

- OUR OFFICE IS SET IN A CO-WORKING SPACE – THIS PROJECT WAS BORN THERE AND DEVELOPED BY A TEAM OF 4 COWORKERS;
- WE SPLIT 50% OF OUR SALES WITH OUR ARTISTS;
- OUR SPONSORS ARE BRANDS/COMPANIES THAT CHERISH INNOVATION, COLLABORATION, AND DARINGNESS AS MUCH AS WE DO.



**WHY TECH,
NOT ART?**



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NO PRODUCTION, JUST EXPERT MATCHMAKING...

WE KNOW HOW TO CONNECT ARTISTS WITH BUYERS AND
COLLECTORS.

...THROUGH TECH CONNECTION:

- TECHNOLOGY WIDENS OUR ARTISTS' ACCESS TO THE
WORLD, INCREASES THEIR AWARENESS, EXTENDS AND
BUILDS THEIR REPUTATION BEYOND BORDERS,
GENERATES THE INCOME THEY NEED TO GROW IN THEIR
FIELD OF ART;
- TECHNOLOGY ALLOW US TO GO FROM LOCAL TO GLOBAL
WITH LESS OPERATING COSTS;
- TECHNOLOGY IS THE PERFECT RESPONSE TO OUR
FLEXIBLE SPIRIT - TO WORK WHEREVER THERE IS A
PLUG AND INTERNET CONNECTION;
- TECHNOLOGY MEANS CHEAPER ACCESS TO NICHE
TARGETS.

ONLINE: \$3.7 MILLION AND GROWING

THE ONLINE SALES OF CONTEMPORARY ART HAVE
CONSISTENTLY INCREASED: THEY NOW REPRESENT 8.5% OF
THE TOTAL (\$41 BILLION)

WE'RE DEFINITELY TECH.

WHY HERE?



TECH BUT HUMAN.

WE PRESENT OUR COLLECTIONS OFFLINE, AT LEAST ONCE YEAR, AND WE ARE AND WILL BE WHERE PEOPLE CHOOSE TO GO TO.

THIS IS OUR WAY TO COMMUNICATE OURS AS A BUSINESS WITH A FACE, OUR WAY TO PROMOTE THE CONTACT BETWEEN THE ARTISTS AND THE PUBLIC, THE OPPORTUNITY TO MEET NEW ARTISTS, THE CHANCE PEOPLE HAVE TO TOUCH, FEEL AND ENJOY WHAT WE DO, AND THEREFORE UNDERSTAND THAT IN SPITE OF BEING DEMOCRATIC WE'RE ANYTHING BUT 'CHEAP'.

BY DOING THIS WE'RE ENHANCING THE VALUE OF OUR ONLINE PLATFORM – OFFLINE IS A POWERFUL TOOL TO PROMOTE ONLINE.



WHY US?



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**WE KNOW HOW TO CHOOSE THE
ARTISTS AND THE WORKS OF ART,
WE UNDERSTAND THEM, THEY SEE
US AS CATALYSTS**

TRUST IS KEY IN THIS BUSINESS, WE HAVE IT - EX: WELL
KNOWN ARTISTS AGAIN IN 2ND EDITION.

**WE KNOW HOW TO COMMUNICATE
AND PROMOTE**

30 YEARS EXPERIENCE IN ADVERTISING - STRATEGIC,
CREATIVE AND MANAGEMENT.

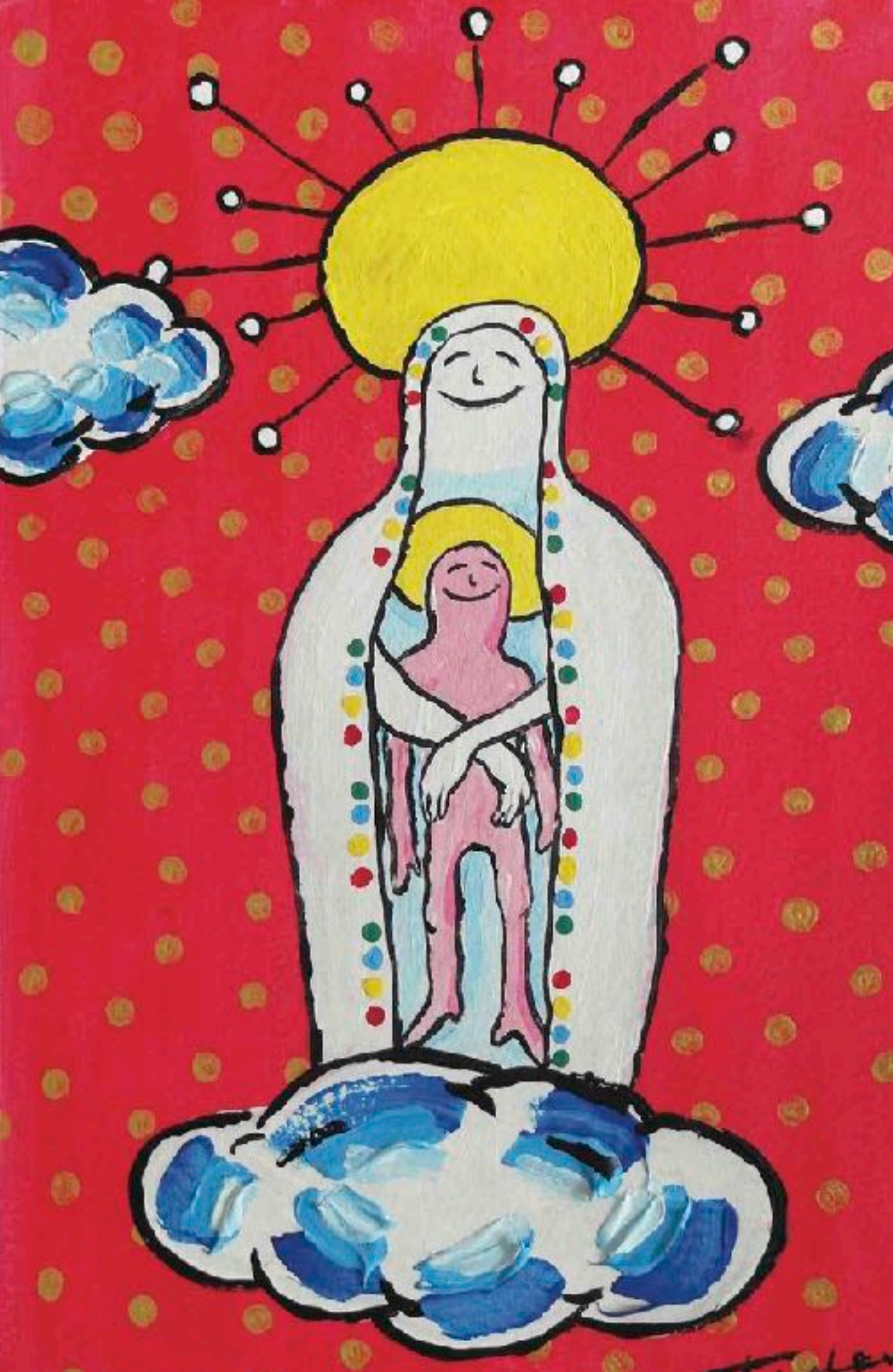
**WE DO NOT FORCE THEM, WE
CREATE DEMOCRATIC BONDS.**

NEITHER THE ARTISTS NOR THEIR WORK ARE MERC'ART'S
EXCLUSIVE, ONLY THE WORK THEY CREATE FOR US, IS.

SALES ARE SHARED IN 50%.

WE HELP THEM FIND NEW PROJECTS/CLIENTS - ON THOSE,
OUR COMMISSION GOES UP TO 0%.

WHY NEWCO?



WE SHARE NEWCO'S VALUES

➤ WE'RE ON A MISSION:

TO DEMOCRATIZE ART, TO MAKE IT AN ESSENTIAL PART OF EVERYONE'S LIFE.

➤ THIS PROJECT IS DRIVEN BY AN IDEA AND A STORY

A PREGNANCY AND A PET PEEVE.

➤ OUR PEOPLE DRIVE OUR BUSINESS

WE NEED THE ARTISTS AND THE ARTISTS NEED US.

➤ INFORMATION IS KEY

TO IMPROVEMENT.

➤ WE'RE PLATFORMED AND IMPROVING

OUR WEBSITE IS UNDER RE-CONSTRUCTION, A TOP ONLINE STRATEGY ON ITS WAY.

➤ WE TRUST THE OPEN AND WE PRACTICE IT

➤ WE'RE FROM AND OF THE CITY

➤ WE GIVE TO GET

➤ AND... WE LOVE THIS WORK!

WE'RE CREATIVE BUT ALSO STARTUP

WE WANT TO GROW.

AND WE WILL.

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2016 - ONLINE BUSINESS PORTUGAL

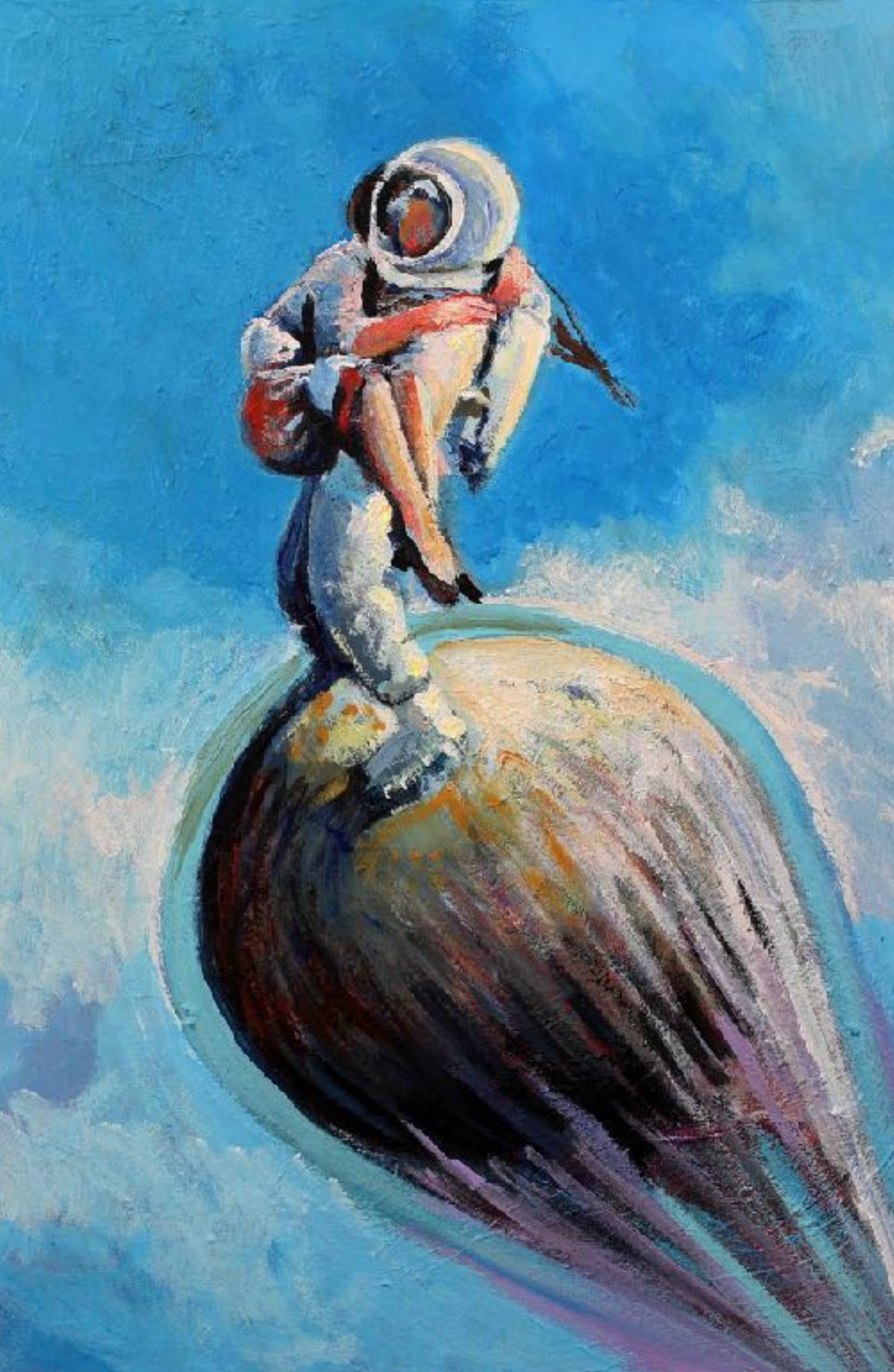
FIRST MERC'ART'S YEAR: BASIC WEBSITE, NO SEO INVESTMENT, NO ONLINE ADVERTISING CAMPAIGNS, JUST ORGANIC GROWTH



ONLINE BUSINESS TARGETED MARKETS (JAPAN, SOUTH COREA, US, SCANDINAVIA)

WHAT COULD WE EXPECT IF NONE OF THE ABOVE WAS CHANGED?





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LEARN. IMPROVE. ITERATE. GROW.

THIS IS OUR CREED.

THANK YOU!

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