

# THE EMPTY QUARTER

F I N E A R T P H O T O G R A P H Y

ArtClub&RentalDXB has become a go-to for people looking for an easy, efficient way to enter the world of fine art. Prospective members need only fill out an application that discloses, most importantly, the level of security in their office, showrooms or apartment building. Due are a memberships fee plus 10%-50% of the value of any works the member is renting at the moment. That money can go toward purchasing the art, which ranges in price from a few thousand to \$150,000.

The Empty Quarter is the founder of start-up ArtClub&RentalDXB, a web-based club that allows members to rent pieces of art from top galleries and artists for their home or office. It's a luxury service, launched in 2017.

ArtClub&RentalDXB takes its members to see galleries and shows, consults with them on what will work well for their taste and space, and handles insuring and transporting any pieces.

ArtClub&RentalDXB will even break down talking points about the art members decide to rent. Our client's range from venture fund offices and young art enthusiasts, to seasoned collectors, looking to diversify their holdings to new markets (think: Western Art collectors looking for pieces from Latin America).

Our secret is the sauce is making things accessible without losing the gallery feel of exclusivity. That's why it's members only!

Founding an ArtClubDXB that lets users borrow and invest to won art from respected galleries and artists at accessible monthly rate; "Collectors love us because we make accessing art easy. The Gallery and artists love us because we place the art that they can't fit on their walls directly onto the walls of the desirable audience.

In general the company insures, delivers, and installs each piece, which customers can rent to buy: 50 percent of their monthly fee goes toward the purchase price if you want, or you just rent it.

The idea is to democratize access to the exclusive art world, let novice collectors try works out before buying, and help galleries and artists earn extra cash.



## FIND THE RIGHT ART FOR THE RIGHT SPACE

From floor-to-ceiling lobby installations to hallway triptychs, we offer a full range of artworks. You'll work one-on-one with a dedicated Art Advisor to find the perfect piece for every space.

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## TAKE AN INNOVATIVE APPROACH TO RENOVATION

We can rotate artwork at the frequency of your choosing, providing a low-cost way to periodically update the look of your space and impress your clients, visitors or tenants.

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## GET MORE VALUE

Purchase or Rent. Pay up front or over time. We offer a range of flexible options to make the most of your budget, every time.

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## LET US DO THE WORK

Our team takes care of every detail, from design and curation to installation and rotation, so you don't need to lift a finger.

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## GET IN TOUCH

Complete the form in the next page, and one of our experienced Art Advisors will get in touch today to schedule a free consultation.

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F I N E   A R T   P H O T O G R A P H Y

Name:

Email:

Phone:

Business Type:

Budget:

AED 1,000 - AED 5,000

AED 5,000 - AED 10,000

AED 10,000 - AED 25,000

AED 25,000 and above

Is there anything additional, you would like us to know?

