

Artfinder

Press Release
21st November 2016

DesignStudio creates a new brand for Artfinder

Making Art Work

DesignStudio worked with Artfinder, the art marketplace, to create a brand to amplify its ambitions.

DesignStudio crafted the proposition 'Making Art Work,' which describes how Artfinder is rebalancing and opening up the art world – making it accessible to all. For customers Artfinder is making owning art a choice for everyone, while ensuring artists can make a viable career from their talents.

The Dot

Borne from the classic circular stickers that signify that a piece of art's been bought, Artfinder's Dot reinterprets the language of the traditional art world. Without a fixed position, it overlaps imagery, colour blocks and text, while constantly scaling, cropping and flexing – the Dot can be expressive to the point of being intrusive.

Transforming perceptions

With the new brand, Artfinder now has the purpose, voice, platform and tools to accelerate growth and expand its appeal to a greater audience. Artfinder is changing perceptions of the art world and giving the power back to the people.

From the gallery to the guest room

The new tone of voice enables Artfinder to communicate effectively to all of its audiences. Artfinder now has the ability to speak confidently, clearly and creatively about the incredible work that features on its website. We defined a simple and bold copy mechanic, allowing confident statements to cut through the noise of traditional online marketplaces.

Jonas Almgren, CEO of Artfinder comments:

"What excited me most about the experience of working with Design Studio is the speed and energy by which their team threw themselves at our challenge, and how quickly they understood our proposition's disruptive nature, and turn it into a coherent and clear brand. We had the whole team work directly with DesignStudio, and walked away not only with a brilliantly distilled brand, but an energised and excited team, ready to take on the world!"

James Hurst, Executive Creative Director, DesignStudio says:

"It has been an incredible journey working with such an ambitious team focused on building an ecosystem that nurtures the talents of so many, while enabling the rest of us to express our personal tastes with something unique and original."

For more information, please email dervla.oshea@wearedesignstudio.co.uk

About Artfinder

Artfinder is the art marketplace.

We're on a mission to create a world where everyone owns art. A world where independent artists can make a living doing what they love.

Founded in March 2013 and based in London and Miami, Artfinder connects people to artists and art. For all tastes, all budgets, all styles. From everywhere and for everyone. And every single piece signed by the artist.

The site is growing fast, currently connecting 500,000 subscribers around the world with:

- 8,000 artists and galleries internationally
- 250,000+ artworks in categories including painting, printmaking, photography, sculpture, drawing and collage

About DesignStudio

DesignStudio is a global brand experience and design agency. Recent work includes Airbnb, Premier League and Deliveroo, all of which have been recognised as some of the most iconic brands in the world today.