



*General information and faqs for participating artists...*

#### Summary:

WeLove (test phase till July 2019) began in Maastricht, Dec 2018. The project stems from the idea that artists continue working on new projects and may not take care of their 'studio extensions', such as series, one off test materials, unsolds, experiments, publications, maquettes, leftover elements from installations and so on. Often their homes and workspaces are packed with these kind of works. WeLove provides a simple method to archive these items and make them available directly to the artmarket. In addition to selling we will promote your future events and eventually collaborate and support future projects. The live archive and market place will eventually build a blockchain ledger to track the movement of these otherwise overlooked projects in order to protect their provenance.

*WeLove offers a very user-friendly tool to place all your art and valuables in an orderly manner and make them immediately available for the art market. Your WeLove page can then be made directly accessible via your own promotion channels / integrated into your website.*

*The portal offers an extensive stock, order and complete payment system. When an order is complete and charged, you will receive an e-mail and you must provide the delivery. If the delivery is confirmed, payment will be made to you immediately. Because shipping is of course custom-made and no fixed price can be proposed, you have to take this into account in your pricing!*

Especially with regard to series, books, prints, artist proofs etc, the stock system is very sophisticated. For example, you can offer 2 AP for a higher price than 4 remaining signed versions compared to the normal price of series items.

#### Development & future:

Up to and including the summer of 2019 participation is free and the initiative is in a further development and testing phase. Through your participation the portal will grow, this will increase the promotional power and then the portal will bring you a new target group by actively promoting the portal WeLove, its participants, events and future projects. At a later stage, our goal is to provide the addition of the Trade to be recorded in a blockchain to capture and guarantee the history and future of the work.



What does WeLove mean by remaining art?

WeLove offers an addition and does not want to compete with the traditional art market. Every artist thinks ahead but has work from previous exhibitions, has work in series, tryouts, parts of installations etc which, after a presentation, are lying around worthless. So it is with gallery owners, traders and private collectors, for which the portal offers a cheap and extra market place.

Can anyone participate?

No. We focus on a qualitative target group, a group that works and lives from making and acting in art. Participation is therefore only possible after approval.

What does it really cost?

After the start-up and test phase, an annual contribution of € 69 will be requested. Payment monthly will be € 6.50 by direct debit. In your pricing you have to take the expected shipping costs into account. The commission we ask for is 12.5%. Calculated with taxes and shipping costs, every sale of € 100 gives you approximately € 75 net. The calculation is therefore easy. With a sale of € 100, your WeLove annual costs are covered.

I want to join. What should I do?

Provide us with your data using the digital form on website. After approval we immediately create your page and you can place your items. They are immediately visible to the public and immediately available to the market if you sell or rent it.

# We Love to Trade . Com

deCultureleOnderneming BV  
Kraaks-Com

e: welovetotrade247@gmail.com  
t: +31611562070

bank nl61ingb0006447191

btw 8145.57.752.B.01  
kvk 34221439