

SCHAU

Technical specifications and frame conditions for artists and exhibitions:

→ **Limitation is a source of creation.**

In contrast to 3D white cubes, SCHAU wants to create virtual experiences that show the essence of the artist's work in the simplest way possible.

People stay on a website only for a few seconds or minutes. That's why we want to create exhibitions that are accessible and cast a spell on the viewer.

This is what SCHAU offers to the artist:

→ **To create a great online experience, collaboration is key.**

As a designer, I have experience in storytelling, concept creation and user experience. These things are crucial in order to attract the viewer's attention online.

You don't just want to show your artwork online but you want people to connect with it, love it and share it.

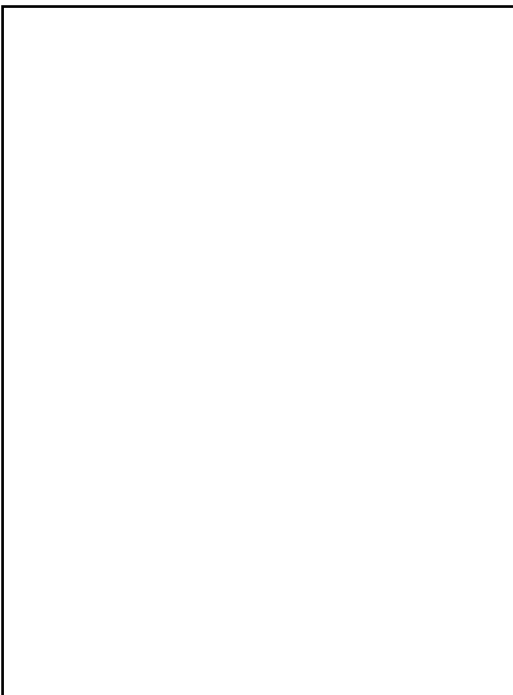
SCHAU

Online space and flexible grid:

→ **In this limited space you are free.**

We have a very simple online space that can be designed individually with a flexible grid.

Online space



Flexible grid



Mediums that can be used/embedded are images, videos, sound, gifs and animation. There are no crazy technical extras.

SCHAU develops a creative concept together with you and designs it for you.

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Online PR:

SCHAU promotes the new digital work of art in their social media profile on Instagram and Twitter.

Each exhibition will be online for appr. 1 month. In this time, SCHAU promotes the artist on social media and via newsletter. After this month, the exhibition disappears. The artist gets their own presentation site on schaugallery.de/artists.

The artist receives their exhibition website for further use.

Limited edition/fine art print/art products:

→ **Linking online and offline is appealing.**

SCHAU seeks to produce a limited edition with each artist. They are sold in SCHAU's online shop.

SCHAU handles production, orders and shipping. SCHAU pays for production in advance.

The artist gets 20% of profit.