

PRESS RELEASE*14th February 2013***ONSITEGALLERY IS LAUNCHED DURING THE AFFORDABLE ART FAIR IN BRUSSELS**

The new European art platform Onsitegallery is launched during the Affordable Art Fair in Brussels from 21 to 24 February. Onsitegallery (onsitegallery.com) is an initiative of Xavier Speeleveld and Joost Thurman and offers promising artists a platform to sell their works online at affordable prices.

Onsitegallery strives to both affordability and quality and therefore an advisory board is being formed to select the artists. For this, Onsitegallery looks at people from the art & design industry, the architecture and the business world, wishing to support talented artists.

On the new site, extra attention is paid to the visualisation of the artworks. The artists can therefore upload multiple photos and movies of themselves and their works. Visitors can easily select artworks, store, share and buy based on price, art direction, style, size and artist.

Onsitegallery presents itself as the European platform for affordable art. The ambitions however are global: Currently, more than 50 artists from nearly 20 countries are online.

In the near future, Onsitegallery will make the art collection also available to companies and institutions wishing to exhibit qualitative and affordable art from all over the world.

During the launch on the AAF, Onsitegallery will exhibit "physical" artworks by several artists from the first hour: e.g. Warecki, Emma Lawrenson, Carla De Boeck, Thomas Roose, and Milian Van Stokkum.

In addition, visitors who register on the Onsitegallery booth can win a voucher of 250 €.

Affordable Art Fair, Tour & Taxis, Brussels, 21-24 February, 2013. Stand No. A1
Private view on 20 th of February from 18 to 22 hours.

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