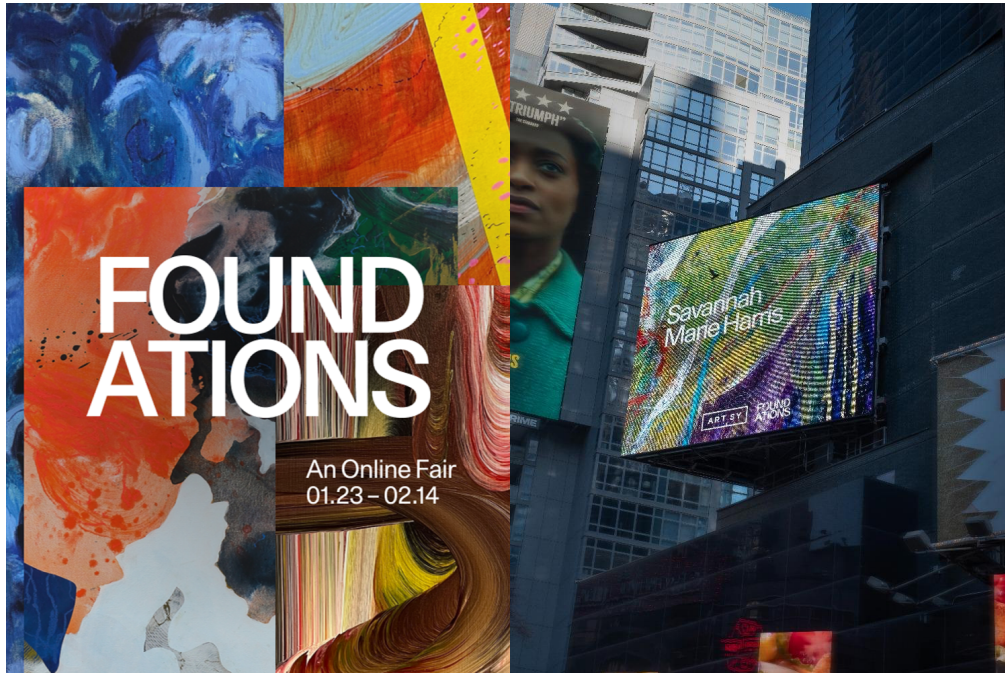




Foundations Winter 2024 Concludes with Strong Results for Emerging Artists and Galleries Alike.



- Artsy’s home-grown art fair, Foundations, became the most-visited art fair on Artsy of the past 12 months.
- Participating galleries saw a boost in commercial interest and visibility.
- Various artists, including Savannah Marie Harris, Yulia Iosilzon, and Dan Rees, experienced notable growth in demand for their works on Artsy.

February 23, 2024 – Artsy, the world’s largest online art marketplace, proudly announces the successful conclusion of the second edition of Foundations, the online art fair dedicated to galleries shaping emerging talent. Following the debut of Foundations in July 2023, the Winter 2024 edition, which ran from January 23 to February 14, 2024, continued to spotlight small and rising tastemaking galleries, and to underscore Artsy’s mission to expand the art market to support more artists.

Foundations Winter 2024 featured 135 exhibitors from six continents, including notable galleries from a range of key art hubs and smaller art scenes—including London, New York, Paris, Seoul, Lagos, Beijing, Berlin, Cape Town, Copenhagen, Dubai, Detroit, and Santa Fe, among others—affirming Foundations’s commitment to a diverse and international representation of the art world. The fair featured over 2,400 artworks by more than 600 artists, drawing attention from collectors and art enthusiasts worldwide.



Notable stats from Foundations Winter 2024

- Foundations Winter 2024 is the most trafficked fair on Artsy of the past 12 months (the second is Expo Chicago; the third is Artsy's previous edition of Foundations, held in July 2023)
- Participating galleries experienced a significant boost in commercial interest and visibility due to Foundations. Specifically, on average, when compared to the same time period last year, galleries saw:
 - 41% growth in the number of inquiries on participating galleries' artworks on Artsy.
 - 50% growth in the number of collectors following participating galleries' profiles on Artsy.
 - 33% growth in ecommerce sales.
- Several artists featured in Foundations saw significant growth in collector interest, seen through the month-over-month growth in inquirers on their works on Artsy. The artists with the most growth in demand include:
 - Savannah Marie Harris - 1,800%
 - Yulia Iosilzon - 1,500%
 - Jake Clark - 600%
 - Anuk Rocha - 600%
 - Wole Lagunju - 500%
 - Delia Hamer - 420%
 - Stan Van Steendam - 400%
 - Rebecca Brodskis - 300%
 - Dan Rees - 300%
 - Julio Linares - 250%
 - Ji Won Cha - 200%
 - Jess Allen - 142%

Sales highlights from Foundations Winter 2024



- Foundations works sold via e-commerce on Artsy range in price from \$300 to \$6,300, in line with the fair's aims to support emerging galleries and talent.
- Harlesden High Street sold works by PJ Harper, Savannah Marie Harris, and Joe Cool. The gallery noted that sales mostly happened in person with existing clients, though they discovered the works via Artsy.
- Austin-based Ivester Contemporary sold Aryel René Jackson's *Black Traditions of Forecasting, Still 6* (2022) for \$500. The work was discovered and sold via Artsy.
- TAAG Gallery sold Adesiyan Oluwasanmi's *My Happy Moment* (2023) for \$1,000. The collector discovered and purchased the work via Artsy.
- Jaloe Art Gallery sold Covella's *Serena* (2023) for \$2,000. The buyer found the artwork via the gallery's Instagram then found it on Artsy. "The sale was quick, they just bought the artwork."
- Uncommon Beauty Gallery sold Nina Klein's *Identity* (2020) for \$1,800. The collector found the artwork through the gallery's Foundations booth on Artsy.

Feedback from galleries emphasized the fair's recognition for smaller galleries and visibility for their programs.

- "As a small gallery in a smaller market, Artsy Fairs like 'Foundations' absolutely broaden our audience."—Kevin Ivester, Ivester Contemporary, Austin, Texas
- "Foundations has been great in terms of profile both with visibility of works and also profiling our artist Savannah Harris, who won the award to show in Times Square, for which we are truly grateful for."—Linda Mognato, gallery manager, Harlesden High Street, London
- "We're honored to be included among such an impressive lineup of small galleries from around the world. We've really enjoyed learning about more of our peers and the artists that they work with.... We are grateful that Artsy deeply understands the role that small galleries play in discovering and nurturing rising talent and helping them get the spotlight they deserve. We can all grow together with some additional attention and love."—Jenna Geiger, Deep Space Gallery, Jersey City, New Jersey
- "We had more visits to our gallery on Artsy, we had a sale and three inquiries. We think it has been very interesting, and are very happy to have been invited to participate."—Lois Fdez, Jaloe Art Gallery, Alicante, Spain
- "Foundations was very positive for us, high traffic and one good sale. The combination of Artsy marketing and our own promotions through Instagram and email proved very



effective.”—Jean-Noel Moneton, Founder, Uncommon Beauty Gallery, New York

- “Foundations was a well organised online event, giving collectors the opportunity to discover new artists.”—Janet Rady, Janet Rady Fine Art, London & Dubai
- “As a smaller artist-run, woman owned gallery in the Midwest who has always supported emerging artists, we were so grateful to be a part of the fair. It was a great opportunity for visibility for our artists and gallery!”—Kendra Bulgrin, James May Gallery, Milwaukee, Wisconsin
- “Foundations stimulates me.”—Reynald Lally, Espace Lally, Béziers, France
- “It’s a good opportunity and platform to let collectors discover fresh and potential artists.”—Artnutri Gallery, Taichung City, Taiwan
- “Foundations is the gathering of colorful wind. The sound rustles through the leaves and branches for the colors to be seen. In Africa, the sound of the drums are heard before the visitor is seen.”—Adeolu Tahouf, Ogirikan Art Gallery, Lagos, Nigeria
- “Foundations Winter 2024 on Artsy was curated akin to a finely crafted cocktail, offering an immersive digital experience where art effortlessly transcends boundaries...Artsy continues to unite the global art community by delivering a world-class fair virtually, delighting audiences worldwide.” —Rodney Asikhia, founder / head curator of TAAG Gallery, New York

The Artsy Foundations Prize

A highlight of this edition of the fair was the inaugural **Artsy Foundations Prize**, aimed at recognizing an emerging artist for their promising talent. The winner, announced on February 12th, is **Savannah Marie Harris**, the London-based artist who shows with **Harlesden High Street** and is becoming increasingly known for her fresh abstract canvases. As winner, Harris has her work featured on a digital billboard in New York’s landmark Times Square, where it will be seen by an international audience of over 3.3 million people per week, from February 12th–25th. [Artsy Editorial profiled Harris to mark the occasion.](#)

Additionally, four honorable mentions were acknowledged for their exceptional contributions to Foundations:

- **Rush Baker IV** with **Keijsers Koning Gallery**
- **Ji Won Cha** with **Wilder Gallery**
- **Winnie Seifert** with **She BAM! Lætitia Gorsy Gallery**
- **Billy Vanilli** with **Chilli Art Projects.**



As this second edition of Foundations concludes, Artsy looks forward to continuing its support for galleries through future iterations of Foundations and other initiatives with similar aims. Positive reception to the fair underscores the strong capacity for online fairs to generate visibility and commercial interest for smaller galleries and galleries not yet known on an international scale.

About Foundations

Foundations is a seasonal online fair curated by Artsy, spotlighting fresh works from taste-making galleries that discover and nurture rising artists. Foundations Winter 2024 includes presentations from over 130 galleries in 36 countries across the globe, featuring exceptional talents whose practices deserve greater recognition. In line with current market trends, Foundations support online sales and digital discovery.

About Artsy

Artsy is the largest global online marketplace for discovering, buying, and selling fine art by leading artists. Artsy connects 4,000+ galleries, auction houses, art fairs, and institutions from 100+ countries with millions of global art collectors and art lovers across 190+ countries. Artsy makes purchasing art welcoming, transparent and low-friction with industry-leading technology that connects supply and demand safely and securely at a global scale. Launched in 2012, Artsy is headquartered in New York City with offices in London and Berlin. Learn more at <https://www.artsy.net/>

Press contact:

Julia Debski, julia@suttoncomms.com

Sutton Communications