
Re: Press Release

June 23, 2021

Announcing the launch of:

Art Business Consulting

Boutique Management Consultancy Firm Serving the Art World's
Commercial Art Organizations, Start-Ups & Artists

Operating in New York, Philadelphia, London and Geneva

For immediate release: - Announcing the launch of Art Business Consulting (ABC), a boutique management consultancy firm focused on serving the art world, including established commercial art organizations, start-ups, and artists. The new business, which is the first of its kind, brings more than six decades of art world experience and will operate in New York, Philadelphia, London, and Geneva.

ABC aims to be the first stop for those seeking advice and insight on business and management-related matters in the art world-including strategic planning, growth & expansion, revenue generation, organizational development, and interim management solutions. The team at ABC have unparalleled breadth of related expertise and experience and have a deep network among a wide range of industry experts.

Founded by **Muys Snijders**, former Christie's Senior Vice President, Managing Director for the Americas and a twenty-year veteran in the international art market. ABC was created in response to the lack of specialized consulting services tailored to the unique needs of the art industry- demand for which has only increased during the Covid-19 crisis.

Snijders stated: "The current social and economic shifts, coming from the pandemic, are necessitating a deep examination of existing business and artistic practices, and the creation of improved sustainable business models, with enhanced and diverse revenue streams. At ABC, we are in a unique position to draw on the extensive business management expertise and deep art market knowledge of our team and network of strategic partners and fill an important niche as the preeminent provider of management consultancy services in the commercial art market going forward."

Art Business Consulting believes that it is critical to support the arts' ecosystem, and advance diversity and representation in the field. With this in mind, ABC offers business advisory services to artists and will look to balance profit with giving back through a partnership with Pen + Brush.

"Pen + Brush is grateful to Art Business Consulting for its support of our 126-year-old organization, helping to advance gender equity in the arts," said Dawn Delikat, Executive Director of Pen + Brush. "This new partnership will enable us to further encourage and mentor new and emerging female and non-binary artists as they progress in their careers."

For more information:

Email: info@artbusinessconsulting.com

Visit: www.artbusinessconsulting.com

Sincerely, Best,

Rep name

Title

Art Business Consulting

P: 929.344.2201

C:

E: @artbusinessconsulting.com

W: www.artbusinessconsulting.com

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