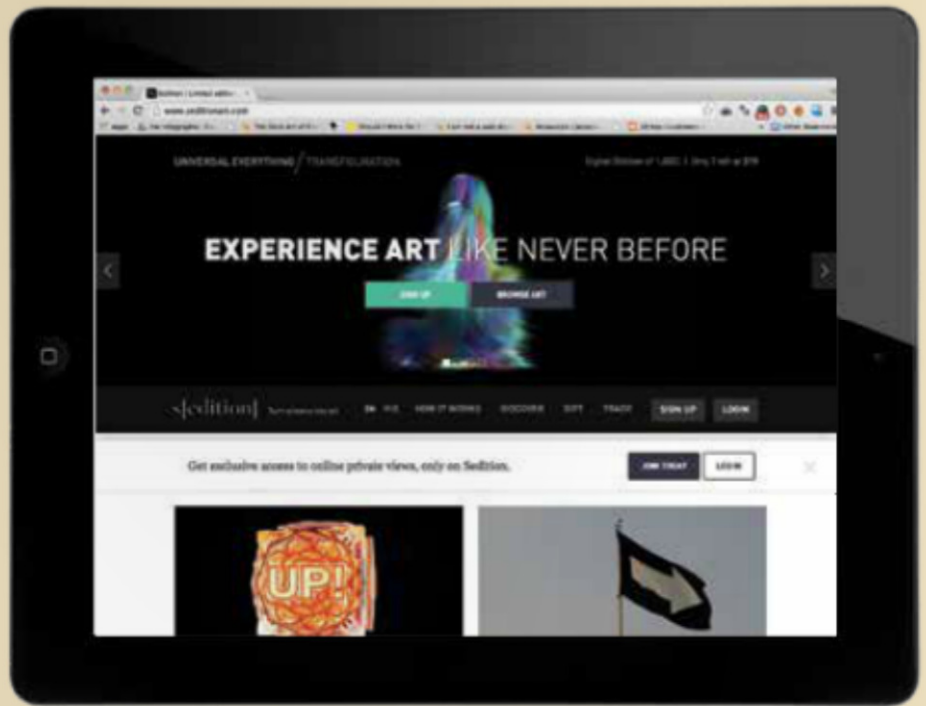


# The Digital Face of the Art World

**Viola Raikhel-Bolot,**  
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explores contemporary art's  
foray into the digital world.



It took us a while to embrace our virtual music collections and libraries of books, yet today, we couldn't imagine living without our favourite authors and musicians at our fingertips via our smart devices. With advances in technology happening daily, it only made sense that collecting art should follow in suit.

Having tracked the evolution of digital art over the past decade, my firm favourite in the medium is not a specific artist or work of art, it is in fact a platform which promotes making art accessible digitally to all levels of collectors.

s[edition] is a groundbreaking platform for digital art, where enthusiasts can buy and collect art digitally. Fusing technology with art, s[edition] is part of a second digital revolution, fuelled by the tremendous growth of mobile technologies and advances in high definition screen resolutions that are making such sophisticated reproductions of art possible.

Held in the cloud, it allows you to purchase an edition, which comes with a certificate of ownership wherever and whenever you are online. You can then view your art on multiple platforms at the best resolution / size for whichever device you are using be it TV,

PC, phone or tablet. No matter your budget or preference, s[edition] enables you to enjoy limited edition artworks, exclusively created by world-renowned contemporary artists. s[edition] also securely stores your collection so you can access it anytime, anywhere, on any screen, across your device of choice. Being able to enjoy and share your Tracey Emin with your iPad and Bill Viola on your TV screen at any given moment is a rather exciting proposition.

Hot off the heels of a number of online art collecting platforms launching such as Paddle8 and Artsy, Sotheby's announced their partnership with global online auction giant eBay last 14 June. Together, they are developing an innovative online platform that will make it easier for millions of people worldwide to discover, browse and acquire exceptional works of art, antiques and collectibles via the Internet. With Sotheby's renowned art world expertise and eBay's technology platform, they will begin by offering a number of live auctions that are taking place at Sotheby's headquarters in New York.

In the near future, eBay will be launching a newly designed experience

on its site, tailored for collectors of rare, unique and premium art and collectibles as well as first-time buyers. Sotheby's will revamp its offering to include a new live auction feature and real-time bidding from anywhere around the world.

The global art market is currently estimated at around USD 65 billion, with annual online sales far below averages for other luxury goods. Projections show online art sales could reach USD 13 billion by 2020. These staggering numbers are a testament to the broad reaching appeal of art and only prove that more and more collectors all over the globe are enjoying the art experience at the tip of their fingers.

As Andy Warhol once said, "Making money is art and working is art and good business is the best art."

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1858 Ltd is a leading International Art Advisory firm providing independent and impartial advice on all areas of collection management to private clients, museums, luxury brands and private banks. [www.1858Ltd.com](http://www.1858Ltd.com)