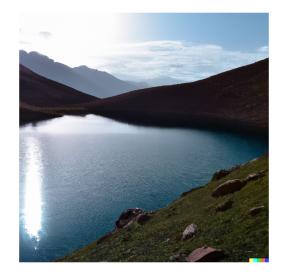# Open call for artists to sell on Artsy x Avant.Dev

Mexico City, Mexico. Avant.Dev, a curatorial studio in the art and technology industry, has announced an open call for artists to sell their works in partnership with Artsy. The studio specializes in market intelligence and the creation of experiences related to art and technology to promote feminist and LGBTQ+ movements that drive social and structural change in Mexico.

Avant.Dev offers a data-driven promotion and research strategy that helps artists find the right buyer for their artwork. By using curatorial practices and data science, the consultancy ensures that each artwork has a fair value. In addition, Avant.Dev collaborates with third-party valuation experts to develop accurate and personalized recommendations for artists.

> Tania Ramos Beltrán, co-founder of Avant.Dev, declared: "We are committed to promoting diversity, equity, and inclusion in the Art+Technology industry. We believe that art has the power to shape

> culture and promote progress, and we are dedicated to supporting artists who are challenging boundaries and questioning the status quo."

At Avant.Dev, we are committed to making the art market more accessible to artists. We offer a digital-focused strategy that makes Artsy's matching algorithms work in favor of artists. We achieve this by completing all the metadata of the artworks and producing high-quality content assisted by artificial intelligence that shows each piece in the best possible way. Our goal is to help artists connect with the right buyers and build sustainable careers in the art world.

We specialize in the valuation and promotion of sculpture, textile arts, painting, photography, and NFTs. We focus on provenance and scarcity, which can match the asset class correlation with full transparency in the art market. Our data-driven approach ensures that each artwork has a fair value and that artists connect with the right collectors. By leveraging the latest in curatorial practices and technology, we help artists build strong and sustainable brands that resonate with their target audience.

> "The partnership of Avant.Dev with Artsy allows artists to harness the global reach of our platform while benefiting from our market intelligence and technology expertise," said Erick González Aguilar, founder of Avant.Dev. "We are excited to help artists develop strong and sustainable brands that resonate with their target audience."

Our focused strategy is a unique approach that matches artists' creative processes and creates bridges between their studios and collectors. Within this approach, the collector is responsible for any shipping costs or taxes associated with shipping the artwork from the artist's studio to the provided delivery address. Avant.Dev will receive a 30% commission on all artwork sales to cover the costs associated with promoting and selling on Artsy. In addition, there is a 10% commission fee per artwork to cover the costs of producing photographs. Artists will receive 60% of the total sale price, less taxes or fees.

Whether you are an established artist or just starting out, we can help you bring your artistic career to the digital art market. Our consultancy service includes quarterly sessions, either virtual or in-person, to build a bold strategy for art representation, promotion, and public relations in the Art+Technology industry. Our approach focuses on using data-driven strategies and cutting-edge technology to create experiences that engage audiences and collectors.

With Artsy's global reach in over 190 countries, Avant.Dev's partnership with Artsy ensures that artworks are offered in the global art market, allowing artists to reach a wider audience and find the right buyer for their artworks.

Artists interested in applying to sell their artworks on Artsy through Avant.Dev can complete a form available at https://avantdev.notion.site/Vende-tus-trabajos-de-arte-en-Artsy-con-Avant-Dev-9efb01f9a0624100bcb2a1831ba4d707

At Avant.Dev, we are dedicated to promoting sustainable practices and incorporating advanced technologies in file generation and metadata preservation. This allows us to visualize the work of artists with a unique and dissonant narrative, as well as select only credible and creative opportunities in the field of art and technology in each application form that the studio receives.

For more information on the terms and conditions of Avant.Dev's artist representation agreement, visit https://avantdev.notion.site/T-rminos-y-condiciones-de-representaci-n-art-stica-467b3d8b34614e6a9bc48c723f318f3f

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