

Art In Offices, “Saving the World from Boring Offices!”

artinooffices.co.uk

Katie Henry

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ART ARTINOFFICES.

Who?

A London-based creative start-up, on a mission to make original art affordable for offices and bring joy to office workers.

Started in 2012 by Central Saint Martin's graduate Katie Henry, Art In Offices was set up whilst she was completing an MA in Arts Management at Birkbeck College. "I wrote the business plan in a week whilst at college in the evenings, and working full time in the day, and I thought, why the hell don't I just do it?!".

Art in Offices started with only business cards and social media, but soon won over its first clients; Mobeus Equity Partners – a venture capitalist firm in Piccadilly. The company was then funded in 2013 with £10,000 from the Start-Up Loans company, via School for Start-ups (run by *Dragon's Den* Entrepreneur Doug Richards).

Katie Henry always wanted to be a gallerist and art dealer. During her degree in Sculpture at Central Saint Martins, she started a company called Escape Hatch with her roommate, and sold their class mates work at events to office workers. She then ran her student's union and was very active in organising activities and art shows around spaces of the entire University of the Arts London. Charles Saatchi even showed up to one show!

BUY >

RENT >

HIRE >

ART IN OFFICES.

ART

What?

We offer three finance options, to make having art affordable: Buy, Rent, or Hire Purchase.

Buy art: Because we support emerging artists, none of the artworks are priced over £5000.

Rent art: Art can be rented for any length of time, and we have rental subscription service where we'll change the art every 3, 4, 6 or 12 months.

Hire Purchase: We're better than Own Art, because we let you spread payments over 3 years rather than just 10 months, but at an interest rate of 12.5%. This means the longer you spread the payments, the cheaper your monthly instalments will be – just like having a mortgage on art!

Added value

We offer all clients and their colleagues complimentary tickets to art fairs across London who we have links with (such as Art Fairs International who produce Art 14). We also provide in-house events such as creative lessons, artists talks, or organise group social activities to an art show.

Every summer we have a menu of activities which clients and friends can get involved with, like walking tours around art districts, with drinks and dinner included.

We also have a liaison service at our partner art fairs, so that there's always someone on hand to discuss art with, and perhaps even negotiate price!

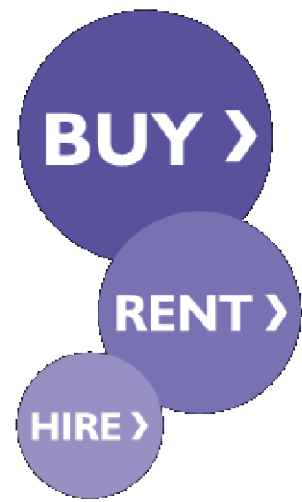


Why?

Why have a faded poster or a cliché print, when you can afford an original piece of art?

It's our main aim to make other people's working environments as dynamic and cheerful as possible.

It's amazing what the art you have on your office walls says about you as a company. It brands you and your ideas, because the art is representative of who you are as a company. If it's the first thing people see in reception, it's got to say something about you as a company. Are we dynamic? Bold? Classic? old fashioned? Innovative?..... you can read a lot from a painting and where it's placed.



Our Art

These images of works by our most popular artists can be used in any publication (online or offline) in the context of involving Art In Offices in the article. Please e-mail director@artinoffices.co.uk for larger file sizes.



Director Katie Henry installing an artwork at the offices of Mobeus Equity Partners

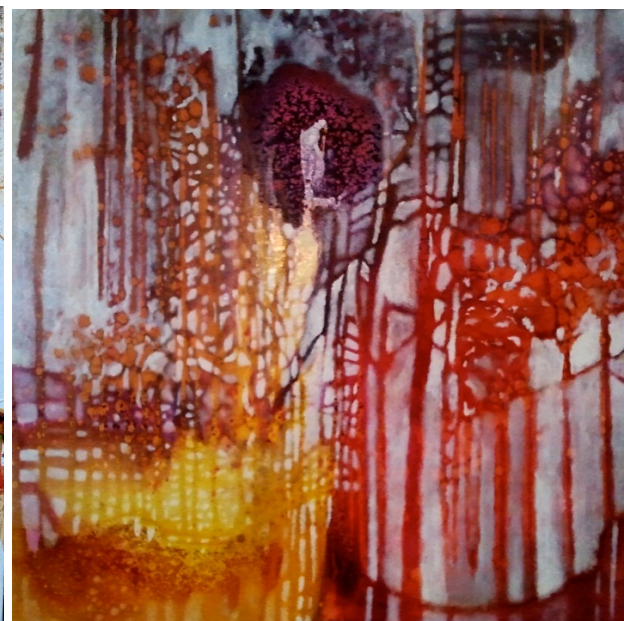
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Annabel Crocker Mellor

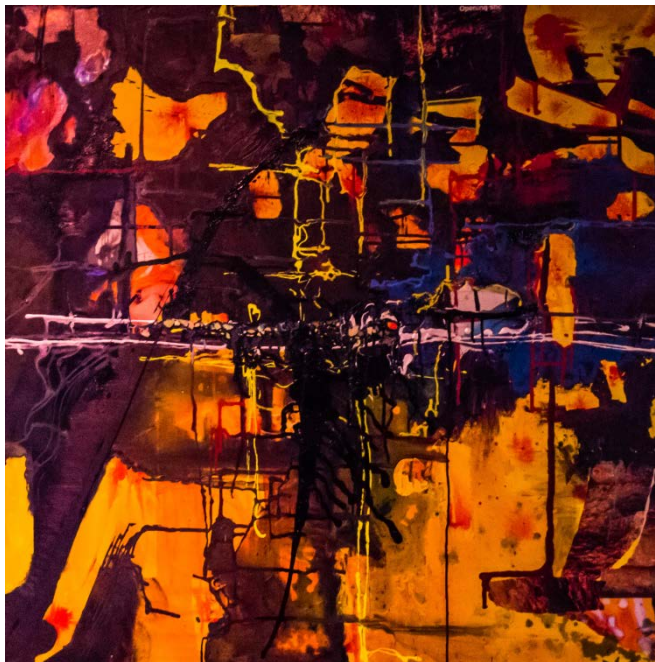


Caia Matheson

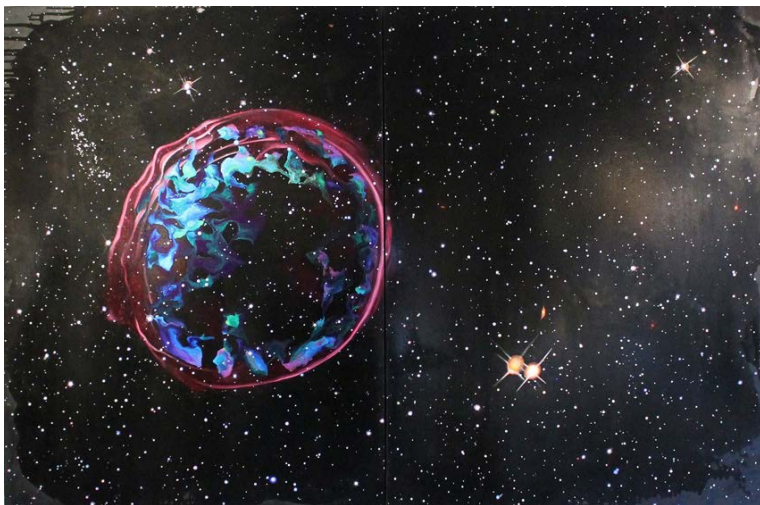




Eleanor Bruce



Charlotte Katsuno



Modern Masters

We can also supply artwork y Salvador Dali, Joan Miro, Pablo Picasso and other modern Masters.

Salvador Dali



Palo Picasso



Joan Miro



Social Media

Twitter - [@Artinoffices](#) and [@ArtyFartyCritic](#)

Facebook - <https://www.facebook.com/#!/ArtInOffices>

Linked in – [Katie Henry](#)

Linked in - [Company Page](#)

Google + - google.com/+ArtinofficesCoUk

Pinterest - <http://www.pinterest.com/artinoffices/>

Instagram - <http://instagram.com/artinoffices>

Katie Henry's Contact details:

Contact Katie for any more information not included in this press kit.



Recent Press

1. Artists and Illustrators Magazine - May 2014
2. Hospital Club event, December – 2013
3. Launcher of the Week @ School for Startups – March 2014
4. Forthcoming press and advert in Galleries magazine
5. Makegood Festival feature – Makegood Website



on the job

What exactly is Art in Offices?

A company pays a set monthly fee and we provide a rotation of artwork to hang in their offices. The cost includes everything – shipping, framing, insurance and installation. The client doesn't have to worry at all, except for when I come in with a drill and start making a racket! At the moment, it's on a bespoke basis. However, I'm looking to develop more fixed subscriptions in the near future.

How did you get Art in Offices off the ground?

I created a business model while studying a Masters in arts management at Birkbeck, University of London. I then attended a free workshop called Web Fuelled Business, which was run by Dragon's Den entrepreneur Doug Richards, and it promised to teach you how to run your business for free using the Internet. It was very empowering. I did almost everything Doug suggested – simple things like getting business cards, starting my social media and building a website. After that, it was just a question of finding some artists.

How did you find your first artists?

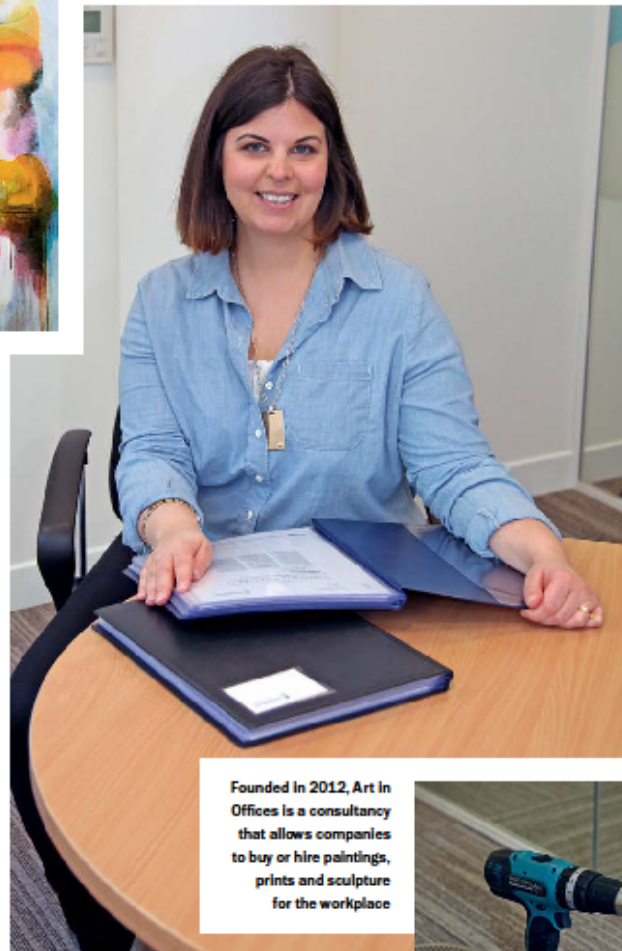
I started with three. My first was a sculptor called Aisleen Lester, who was exhibiting at Imperial College London. The next artist was my mum's cleaner's niece, Charlotte Katsuno. I looked at her work and her exhibition CV, and she was just amazing. The third artist was a friend of a friend who had recently graduated from the Royal College of Art.

How do you go about signing up a new artist?

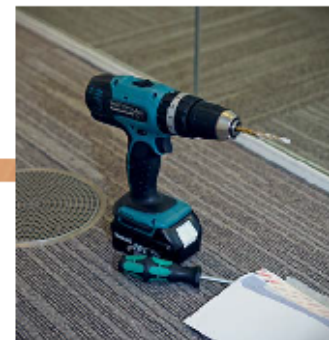
Usually, I approach artists that I like and ask them but I like it when artists approach me too. It shows that they're proactive. I have around 20 artists on my books at the moment. I also have original prints by the likes of Picasso but I work with another art dealer on these. Pictures by certain dead artists are difficult to advertise because of Artist's Resale Rights, Picasso in particular, so it helps to have an expert involved.

Is it a risky business to work with famous artists?

It's not if it's under €900 because that's when the Artist's Resale Rights come into play. The dealer I work with has been doing this for a very long time and he is careful about what he buys. He always gets >



Founded in 2012, Art in Offices is a consultancy that allows companies to buy or hire paintings, prints and sculpture for the workplace



ON THE JOB

Katie Henry

As founder of the Art in Offices consultancy, Katie is on a mission to brighten up boardrooms across the UK

INTERVIEW: TERRI EATON PHOTOS: STEVE PILL



© MAM THIELS ART FOUNDATION. IN STILL LIFE WITH A MAN, 1909, 2009

the provenance correct and the certificate of authenticity, so I trust him in that regard.

What do you look for in an artist?

There are plenty of people who are very good painters but they haven't got the right temperament. I want someone with that extra energy, extra drive, extra creativity and that ability to make good decisions based on advice from their peers' critiques. I find those people are more successful.

What do artists get out of the deal?

If the company wishes to buy the artwork outright, then we act as a broker so the artist will receive the profit minus our commission. However, if it's a subscription or hire purchase, they'll be paid in monthly instalments. A lot of artists say they really like the idea. It's like getting a small monthly income. However, it's different to selling your work through a gallery because I'm non-exclusive. Art in Offices is a start-up business and I want to support the artists as much as possible to support themselves.

Which styles are popular at the moment?

Abstract landscapes, like those painted by Caia Matheson. Office workers don't want to see anything erotic or random people they don't know. It's got to be interesting and colourful.

Do you have an artistic background at all?

Yes, I studied sculpture at Central Saint Martins. I loved it. We were one of the last batches of students to get the old-fashioned art school experience – there were no set targets, you basically just rented a studio space for three years with lots of other like-minded people. It definitely helped me to spot proper artists.

Do you still have time to make your own artwork?

Sadly, no. Any spare time is devoted to being with my family or running the business. Actually, you don't get any spare time when you're running your business – even when you're off sick, your mind is ticking over!

www.artinoffices.co.uk



Katie handles prints by Miro and Picasso, as well as pieces by more than 20 contemporary talents, including former Brighton Artist of the Year Caia Matheson

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h. **h.** DOWNLOAD OUR NEW WEB-APP FROM ITUNES OR GOOGLE

Details

Date
Mon 9th Dec


Time
7:00PM

Location
Gallery

Join the Club

Event

The Gift of Art



The Gift of Art

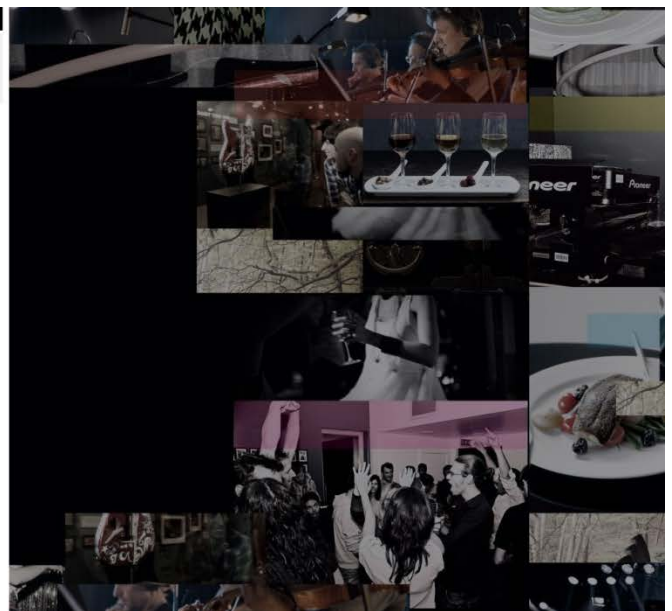
PLAY VIDEO

Watch all the latest music trailers through our partner Playmart.

Art In Offices, in collaboration with Bearspace Gallery, will be introducing you to a selection of our artists and artworks and talking through how to choose the perfect piece of art for yourself or as a gift. We'll also be talking about where to find those perfect pieces and art collector Frank Diabouka will be spilling the beans on how to spot the perfect artwork.

2 Following this you'll get a chance to talk to our artists and see their work over a nice relaxing drink. And if anything takes your fancy, Art In Offices will be on hand to make it yours, or book a free consultation with you.

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school for startUps LAUNCHER OF THE WEEK

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HOME



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LAUNCHER OF THE WEEK

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HOME

School for Startups
Liked · March 28

Art In Offices brings art to the workplace by enabling companies to fill their walls with beautiful and original works of art, at affordable prices through rental and hire schemes. www.artinoffices.co.uk
#LauncherOfTheWeek

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Aussie Hair
Don't you just love that light-headed feeling you get when you find the one?

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Art In Offices provides art to businesses at affordable prices to fill empty office walls

Refresh and rotate your art – get something new every month

A complete service – from choosing art, to shipping, installation & insurance

Pay with flexible finance options – buy, rent or hire purchase

Come to events – art fairs, exhibitions and viewings are free

www.artinoffices.co.uk
www.facebook.com/ArtInOffices
07906 166354

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A festival of culture, creativity & entrepreneurship

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Art In Offices are contemporary art specialists who enable businesses to buy, rent or hire purchase original works of art, at affordable prices. It's our mission to bring beautiful art to every office, filling up blank and empty walls with pieces that suit your corporate image, and your budget. Renting a painting starts from £30 a month and we can source anything to match your brief. From sculptures for your reception, and bright contemporary paintings for your boardroom to works on paper by Picasso for a private office. Bored of the same artwork? Subscribe to the Art In Offices rental service, and your artwork can be refreshed every 3, 4, 6 or 12 months.

[Visit Art In Offices](#)



[Back to Marketplace](#)

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FAQ's

How are you different to your competitors?

In lots of ways! We're a new style of art dealer – we don't buy work and sell it on, we bring client together with artist and take a commission when something is sold.

No other art dealer or gallery lets you buy, rent or hire purchase – we're unique like that.

We deal in emerging artists and contemporary works – not old masters, and not cows or rabbits or girls in ballet dresses.

We're not snooty or snobby, or dressed in black designer suits! We're friendly, open and most importantly, we're enablers – we'll find a way to let you afford what you want.

Do you use Own Art?

No – we let clients spread the payments over 3 years, and Own Art only lets you spread it over 10 months.

Own art is interest free, and we charge 12.5%, but our structure makes those monthly payments even more affordable.

Do you have a gallery or an office?

Not yet! We don't need one, because if you're interested in something, we'll bring it to your office for free, so that you can see it in context. If you don't like it, no problem!

We do put on events in spaces like The Hospital Club, so that you can see work in the flesh.

BUY >

RENT >

HIRE >

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Most of the time you can find the team in the Hospital Club, or working from kitchen tables, or out networking at events.

Do you only do contemporary art?

No – we also do modern art by masters like Pablo Picasso, Salvador Dali and Joan Miro. We have contacts with a specialist, who can help us source works on paper or sculptures by modern masters.

Ultimately, if you don't like any of our own artists work, we can help you find what you want. We've got a lot of contacts.

Which galleries do you work with?

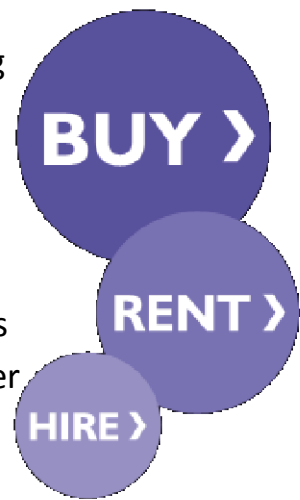
We don't work exclusively with any galleries, but we have got partnerships with organisations who also support emerging contemporary art like Catlin Art Prize, and Bearspace Gallery.

What type of companies do you work with?

Anyone who wants art! So far we've worked with private equity firms, finance firms, hedge funds and law firms. But we're also in conversation with universities, hospitals, the government, and new home builders. We've also supplied work to private clients, so don't think that just because we have office in the title, we can't work with you – we're open to anything.

How do you find your artists?

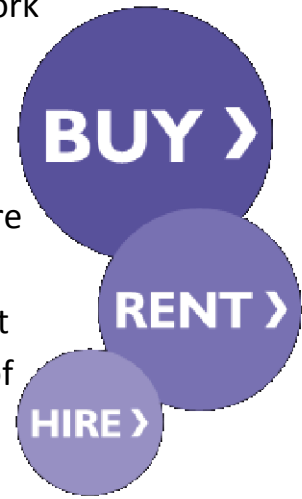
We're always on the lookout for new talent, but we're specific about the type of artist we take on. We go to degree shows and MA shows as well as artists studio buildings, artist run art fairs and group shows. We also look for artists who have been awarded prizes early on in their careers, been mentioned in the press, been bought by collectors, private companies and public bodies.



This way we know the artist has a future, and the artwork you buy today, could be worth a lot more in the future.

Is it just you?

Yes, the company is run wholly by Katie Henry, but there are a few very helpful commission only sales staff, volunteers and freelancers. The original idea was to set up the company with Katie's mum, but she sadly died of cancer just two short months after the company was founded.



Do you have any customer testimonials?

"Katie did a great job for my fiancée and I when we bought our new house. She sourced us a fantastic Caia Matheson piece, advised us on where to hang our other artwork and then had them professionally hung. Brilliant service from start to finish and really helped the new house to start to feel like our home, thank you."

Miles Otway

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