

p
(art)
ner

Hire local, large-scale artists on demand

Discover, connect, and commission art creators, all in one place.

Source: Janet Echelman

TEAM

Conceived from countless late-night conversations about responsible real estate, equitable development, and enjoying public art in cities, p(art)ner seeks to celebrate local talent to enliven places. Co-founders Natasha Sadikin and Carolyn Yang want to make it easy for art seekers to discover, connect with, and commission art from local creative talent.

During this time of great strife and uncertainty, many of us are turning to art as an escape and form of healing. We at partner want to play a major role in providing a re-imagined gallery to help current artists weather the storm and ultimately enliven places through art.



Carolyn Yang

Graduate of Massachusetts Institute of Technology Master in City Planning. She holds an undergraduate Public Policy and International Relations degree from Princeton University. Carolyn brings a blend of policy and planning expertise focused on equity and inclusion with experience cultivating partnerships in the advertising technology space.



Natasha Sadikin

Graduate of Massachusetts Institute of Technology with a Masters in Real Estate Development. She holds an undergraduate Architecture degree from the University of California, Los Angeles. She brings architectural designer skills specializing in adaptive reuse and creative headquarters and experience as a design manager in curated, outdoor hospitality.

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PROBLEM

OPPORTUNITY

360 cities across the US mandate real estate developers spend 1% of construction costs towards public art on applicable projects. This “percent-for-art” program contributes to \$2 billion spent annually on public art in the US.

Projects that fulfill the percent-for-art requirements present an opportunity to use this earmarked, mandatory funding for beneficial social and economic use. Sourcing local talent to represent a neighborhood can generate social value through place-making while also increasing real estate returns.

Public art seekers don't have a place to discover...

local art creators

diverse art creators

emerging art creators

This problem stirs up community controversy, especially when costly, high-profile public art installations do not resonate. The City of Seoul experienced this while commissioning a high-profile \$1.4 Million statue, only to spend an additional \$400,000 to conceal it encircling trees around it due to overwhelming citizen complaints. This shows that community members want to connect with art they see and experience.

More troubling, out of only 500 artists on any given public art roster, over 85% are white and male. Public art is not reflective of our communities.

We are p(art)ner are passionate about addressing this problem.

PROBLEM

Yet, many public art seekers are frustrated about not having a place to discover local, diverse, and emerging art creators.

SOLUTION

SOLUTION

P(art)ner brings art seekers together with local art creators to discover, connect, and commission.

We see ourselves as a virtual public art gallery that sources local art fairly and thoughtfully. By expanding the pool of qualified artists, public art will become more considerate of neighboring communities. This helps humanize civic and public space.

Buyers of art looking to distinguish their projects can collaborate with community-oriented creators of art, who know and understand the neighborhoods they live and create in.

Buyers and Sellers engage in three features: discover, connect, and commission.

These three features help increase real estate value and empower local artists by saving time on project management and ensuring nothing gets lost in translation while communicating progress and project vision.

DISCOVER

p(art)ner's curated discovery feature opens up a world of high-quality local creators, and makes it easy to find them. Intelligent hiring is enabled by filters curated and designed specifically for public art. p(art)ner will quality check art creators based on our careful vetting.

CONNECT

The connection feature matches portfolios with proposals and provides a messaging platform for both sides to negotiate contract terms, create realistic timelines, and collaborate over project deliverables.

COMMISSION

commissioning becomes hassle-free and streamlined. Payments, transactions, and installation are protected by insurance for both sides.

COMPETITIVE ADVANTAGE

Gone are the days of using an art consultancy or place-making agency that requires time-consuming ramp up. We are a new type of art commissioning focused on sourcing local. We curate and compile the most promising talent that turns places into destinations. We know that art pays, given it enhances real estate value and creates memorable experiences, but we also want to ensure that art enhances social impact by speaking to the local community and providing exposure to promising creatives.

PRODUCT

DISCOVER



Pre-vetted, Quality Artists

Creator database closely curated for quality of work, high standard of execution before joining our 500+ growing creative ecosystem



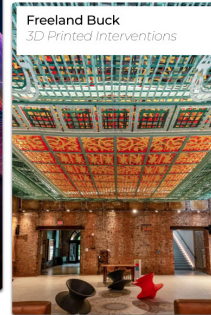
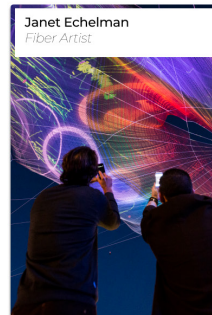
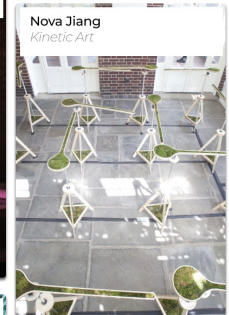
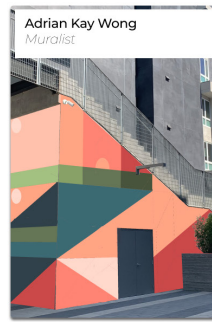
Hire Intelligently with Filters

AI-driven matchmaking for informed discovery



Intentional Studio Locations

Our boots-on-the-ground approach ensures understandings of local art dynamics and best



AutoCamp Sculptural Installation



Katie

Hi Emma! We love your work and would love to request a proposal for our building in Mariposa, CA.



Emma

Good Afternoon Katie - thank you for reaching out. I'll take a look at the project brief and submit a proposal for your review!



Emma submitted a proposal



CONNECT

Project Specific Communication

Message each other to create a project plan, discuss proposals, and negotiate contract terms.



Straightforward Art Commissioning

Realistic and specific milestones to keep projects on track



COMMISSION



Simple Payment & Insurance

Insure both sides through protected payment structures



Paying
Nova Jiang



Contract ↓
Signed Proposal ↓
Deliverables ↓

Receipt
Price Breakdown



BUSINESS MODEL

BUSINESS MODEL

Traditional gallery charge a 50% commission and online art marketplaces charge 35%. In contrast, p(art)ner charges a more accessible and fair commission. Our primary revenue generation derives from charging a 20% flat percentage commission split between seeker (10%) and creator (10%).

We will also offer à la carte services such event programming, and site activation strategies for an additional fee.

Budget Line	%
Artist Profit	25%
Materials & Install	65%
Creator Commission Cut	10%
Subtotal	100%
Seeker Fee	+10%

MARKET

p(art)ner sets out to corner an enormous total addressable market. The public art market and the online art market would both benefit from more creatives pioneering art, culture, and performance that reflects the multi-cultural richness of our cities.

We seek to bridge the online art market with the public art market. Seekers of art can be any type of company or organization looking to commission large-scale art, performance, or even programming in a public space. Similarly we want to broaden the horizon by featuring creatives of all times, not limited to 2-D or permanent art.

We're designing a virtual gallery where everyone can benefit. p(art)ner mobilizes the power

p(art)ner is going after

\$2B
Public Art Market

+

\$4.6B
Online Art Market

of art in the public realm by enhancing real estate value, commissioning local artists to create projects that resonate with the community, all while empowering local artists to take charge of their own success.

NEXT STEPS & SCALING

PARTNERSHIPS

We take a boots-on-the-ground approach, closely working with art seekers and the local art and culture ecosystem. In Boston, we have started to cultivate relationships with artist advocacy non-profits like the Dorchester Art Project and a Somerville real estate developer to pilot local and transparent art commissioning.

p(art)ner supports Dorchester Art Project in their artist development, RFP sourcing, and business development needs so their emerging and established artists of color can find rewarding mural, performance, 3-D, and multimedia projects to work on. p(art)ner also sought out Cambridge-based Sebastian Mariscal Studio, an architecture

studio and developer emphasizing the community, public space, and art-centered real estate development. CALA, an adaptive reuse residential site is designed to have over four thousand square feet of wall space for local muralists to populate with full creative license.

p(art)ner will first produce a case study on the project to further demonstrate the economic value of art-centered development.

SCALE UP PLAN

We will continue to compile our online database of seekers and creators, partnering with both sides to engage in and iterate upon our art commissioning process that is streamlined, transparent and local -- guaranteed.

We will pilot with percent-for-art projects in

- Boston
- Philadelphia
- San Francisco
- Chicago
- Miami

These cities have a culture where enjoying public art is part of the urban experience, and will serve as our initial pilot studios. We hope to cultivate and explore partnerships with local seekers and creators and foster collaboration in the double-sided marketplace p(art)ner caters to. We will translate local learnings to inform how we automate the seeker and creator matchmaking that takes place in our virtual gallery to achieve a national and international scale.