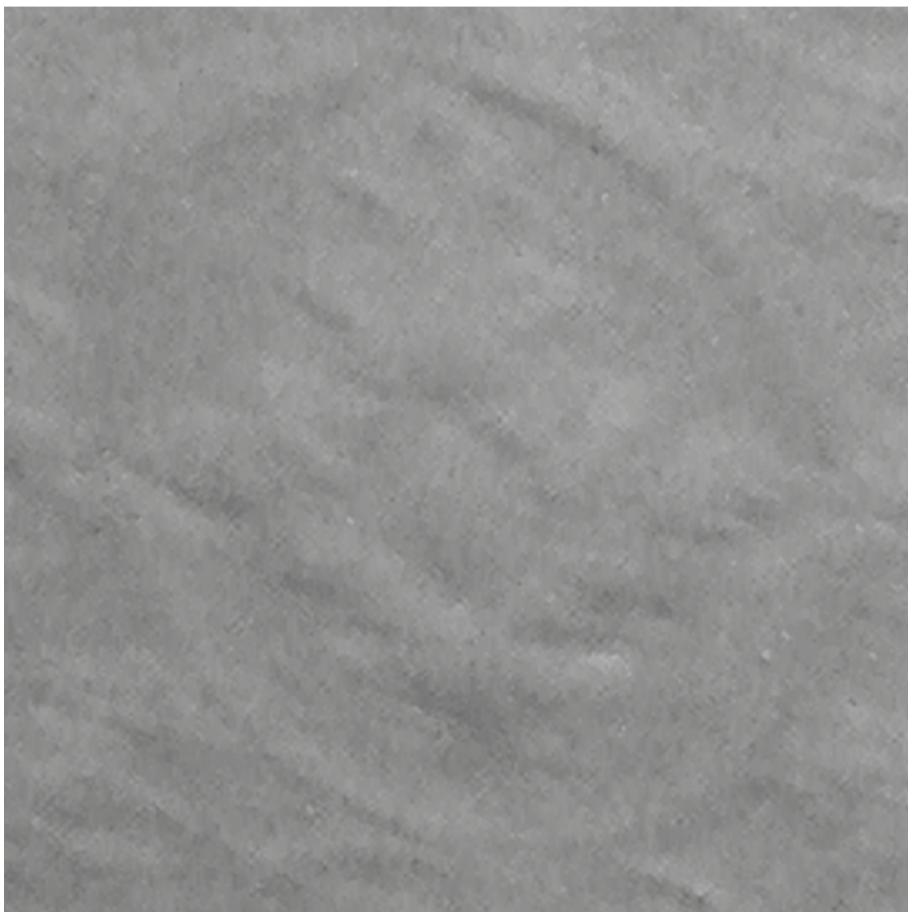


Dear friends of galeriedart,



Plafond, 2011

Here is a short summary of our past and present activities for the galeriedart association and some ideas for the future.

After the statutes and charter that you already know, we have been writing letters to solicit support from established women artists. Since November 2014, we have written to Carmen Perrin and Nicole Hassler for the Geneva region and to Pipilotti Rist and Miriam Cahn for the German part of Switzerland. For the latter, the letters were kindly translated into German by Isabelle's mother, Ursula Klaus. And thankfully, on January 29th of 2015 we finally received a reply from Mrs Cahn!

In December, we started a training course consisting of 3 expertise workshops given by F. El Kaïm, the contemporary art market specialist of the Cercle Menuis Plaisirs. The first session on December 19, 2014 was disconcerting and depressing because it was only about market value and the financial investment that the acquisition of a work of art can represent. There was never any question of philosophical subjects or any particular artistic approach, and even less of aesthetic quality.

But once cheered up and our doubts removed, we drew several conclusions appropriate to our project: we are going to be on the border of institutional galleries that sell celebrities art and associative ones that present unknown artists. We are also discussing which artists to invite, opting for a "domestic dimension" of the pieces to be presented on the gallery's website and will target our customer base, not on the "mink-wrapped" ladies but rather on a public close to us.

We have been to many openings, even those in the Quartier des Bains, seen many exhibitions, even those presented by galleries and institutions at ArtGenève, bought a prepaid phone, obtained a physical mailbox, created four email addresses, one of which is association@galeriedart.org and hosted our domain name at Servage in Denmark.

Our account at the BAS will be active in mid-February and 2000 CHF will be paid in by our families next month as a start-up investment fund. We have also thought about the distribution of future income and are thinking of doing the following: with each sale of a work, 70% of the amount sold will go to the artist and the remaining 30% will be injected into the association for its functioning. They will be used initially to pay for expenses such as the website, mailings, studio and warehouse rents, liability insurance that we will take out, etc.

newsletter #01

February 3rd, 2015

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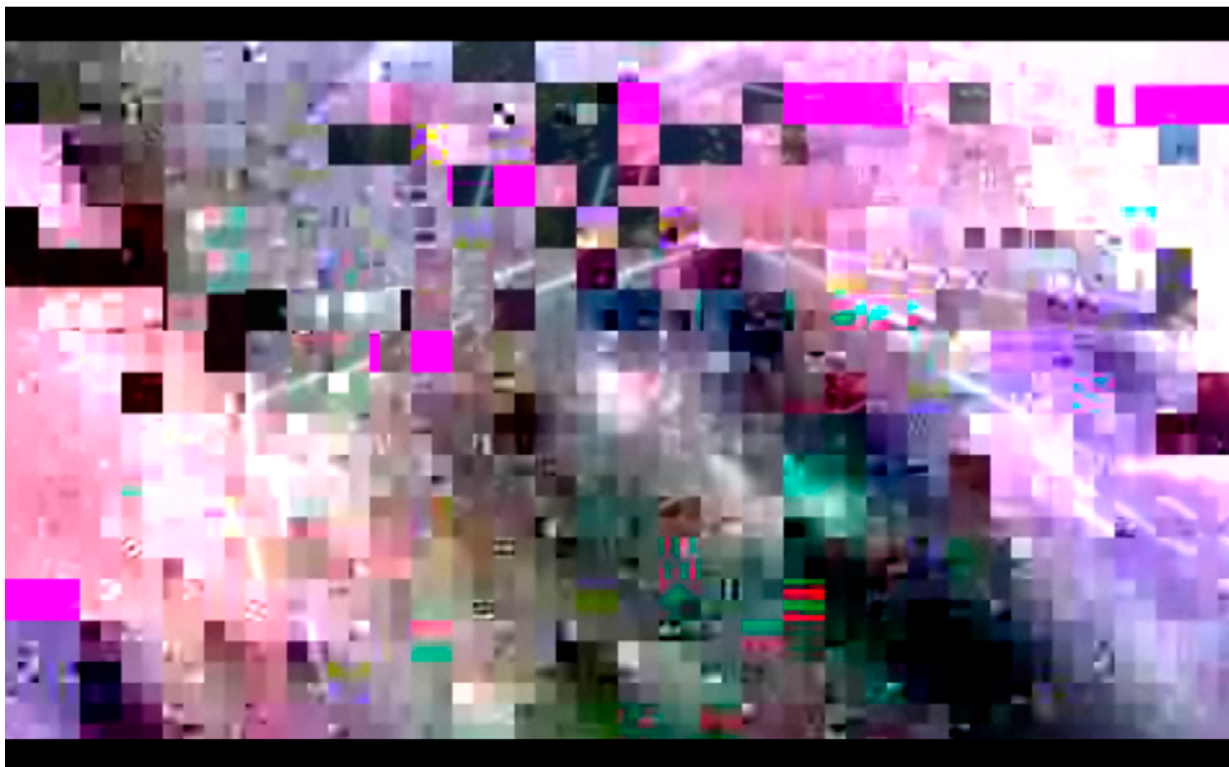
Concerning the contracts that we will draw up first between the gallery and the artists, and then between the gallery and the clients and donors, the latest information that we have gleaned from the office of Pierre Huber's prestigious gallery is that there is apparently no question of this in this field of activity. However, we will continue our research and find out about the jurisdiction.

We will submit all this to you for approval at the next general meeting, which we are planning for this autumn. And in the meantime, we will see you for an aperitif/discussion around works of art in our offices in Pictet this spring. Could you please book Saturday 21 March from 4 to 8 pm? And for a while yet, we think it's important to keep a low profile on this project...

If you would like to follow any of the above-mentioned steps in more detail, a file of reports is at your disposal as well as all the documents we have collected and written.

Thank you
very much
for your support
and a big kiss
to you all!

Anne Keller & Isabelle Klaus



Capture #032, 2012