



German artist Gregor Hildebrandt was the first guest curator for TheArtists online platform

**An online sales platform for unrepresented artists** is attracting some influential curators. Launched at the end of 2021, TheArtists started out with a selection of works chosen by the German artist Gregor Hildebrandt, who

picked from his own students at the Academy of Fine Arts, Munich. The artist collective Slavs and Tatars then focused on five artists from eastern Europe across a range of media. Both selections are still available at [theartists.net](http://theartists.net), where this week the independent curator Maya El Khalil has added her choice of four young artists from the Gulf region.

Co-founder Beat Raeber, who ran a contemporary art gallery in Zurich until 2017, promises selections from more art-world luminaries, including Bettina Steinbrügge, who was recently appointed director of Luxembourg's Mudam contemporary art museum.

TheArtists does not represent the practitioners on its platform — Raeber reports that gallerists have been asking for some of their details — but offers support to those selected, including a trained art historian to write about their work. Prices are mostly below €5,000 and artists get 60 per cent of sales while 5 per cent goes into a shared pool for each selection. TheArtists keeps the remaining 35 per cent to reinvest in the platform. “No one should get rich off young artists; we should use young artists to enrich our lives,” Raeber says.

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