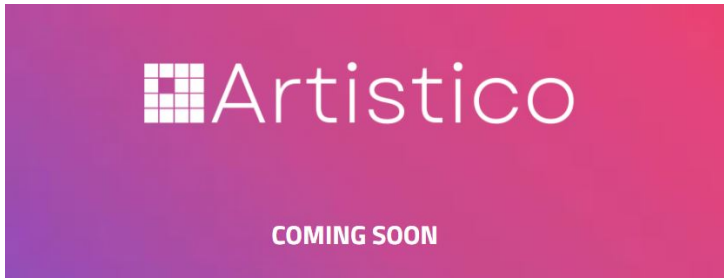


## Artistico, the Italian platform for modern and contemporary art



At the end of April 2022, [Artistico](#), the Italian platform for modern and contemporary art, designed to buy, collect, exchange, resell fractions of artworks, will be online.

This project is the product of an idea by Margherita Giannotti, degree in Media and Communication at Goldsmiths University with a post-graduate master at King's College in London, and intends to contribute to the dissemination of culture and art.

Artistico wants to foster art as a collective heritage, creating an art market accessible to all, transparent and democratic, and promoting works of real value, certified for authenticity and origin.

Each work becomes accessible to all through shared ownership and entrustment in custody to public or private institutions, museums, art galleries, foundations, entities that ensure its promotion and visibility by enhancing its economic and cultural aspects.

The selection of works, by established and emerging artists, is carried out by Artistico through a team of experts from the contemporary art sector and the market.

[Here](#) is the direct link to the platform which will be accessible at the end of April 2022.

More detailed information is available [here](#).