



## Artemest Virtual Craft Week

Artemest launches a curated virtual exhibition featuring newly designed collections to support its network of artisans and designers



*Draga & Aurel*

From June 15<sup>th</sup> to June 21<sup>st</sup> Artemest, the marketplace for the finest Italian Design, supports its network of approximately 1000 artisans and designers through curated digital initiatives. The marketplace will present the newest collections of a selection of some of the best Italian artisans to press, industry experts, trade members and private customers with a curated virtual exhibition featuring a selection of new collections and pieces by some of the best Italian artisans and designers.

As most if not all the main global art and design fairs have been cancelled this year, Artemest supports its artisans by creating a unique digital space to present the 2020 collections that were supposed to be launched during Milan Design Week.

Thanks to a dedicated landing page, visitors will be able to virtually explore the many new lighting, décor and furniture collections handcrafted and designed by some of the best Italian artisans and designers including: Draga & Aurel, Budri, Paolo Polloniato, Lorenza Bozzoli and Silvio Mondino Studio. New collections will be showcased through curated artisan specific collections featuring in depth content on artisans and designers and their newly launched pieces. Through these virtual spaces in addition to

reviewing new pieces, visitors will have the chance to read about the inspiration and story behind each collection, explore styled photo shots and in some cases videos of the collections.

Moreover, the selection of pieces will be immediately purchasable, offering visitors the opportunity to obtain unique objects from the comfort of their home.

“As the top online destination for contemporary design products, it is part of our strategy to support our partners and bring their physical exhibitions online. E-commerce is not anymore an option, but it is key for ensuring the business continuity and help many small businesses to grow internationally” says Marco Credendino, Artemest CEO and Co-Founder.

To further support the launch of the artisans new assortment, Artemest will work on a calendar of Instagram Lives where Artemest Creative Director Ippolita Rostagno will be interviewing a selection of artisans and designers about their recently launched collections, giving them a chance to show and share more insights about their new designs.