

LUMAS BACKGROUND INFORMATION

The LUMAS Concept

Over the years, LUMAS has been making contemporary photography accessible to a wider audience of art enthusiasts and young collectors – both online and in over 37 galleries around the world. More than 3,000 works by 250 established artists and rising stars deliver a comprehensive look into the world of contemporary art and design. The works are available in hand-signed limited editions, usually of 75-150.

By maintaining a close and ongoing working relationship with its artists and outstanding production partners, LUMAS enjoys a unique position in its field. Not only does LUMAS produce limited editions, it is also a widely respected art dealer. By doing everything in-house – from curation to expert production – LUMAS is able to maintain the highest artistic standards, offer exclusive art, and provide helpful advice. The LUMAS team, a panel of highly-qualified art experts, has assembled a diverse portfolio of contemporary art, which is continually being updated and expanded. Talented newcomers from major art academies are taken into consideration just as internationally established artists are. The selected pieces are outstanding examples of their creator's artistic concept and oeuvre, and are produced in cooperation with leading labs and manufacturers.



The LUMAS Galleries

After the first LUMAS gallery opened at Berlin's famous Hackescher Markt in 2004, many locations quickly followed. These days, LUMAS now has over 37 galleries around the world in cities like New York, Paris, London, Seoul, and more. (See Facts & Figures below for more details.) With an innovative interior design concept, *The Collector's Home*, visitors have the feeling of being in an art collector's home rather than an impersonal gallery. Pieces displayed in the Living Room, Kitchen and Library give visitors a clear impression of how those particular works could look in their own homes. The LUMAS portfolio is presented like a private collection in rotating exhibitions. Additional events including book signings, expert talks, and artist talks round out the cultural programme, delivering a comprehensive look into contemporary art.

The LUMAS Website

The whole LUMAS collection can be viewed online at lumas.com. Virtual exhibitions, extensive image galleries, and texts about the artists written by renowned authors all offer detailed information. Additionally, the website contains in-depth explanations of our framing and mounting options—in fact, it even provides the artists' recommendations. All works from the portfolio can be ordered online.

LUMAS FACTS & FIGURES

Mission:	Created by art collectors and brought to life by 250 renowned artists and promising talents from major academies, LUMAS is committed to the idea of offering inspiring, original art in limited editions.
LUMAS was founded in:	2003
The first LUMAS gallery opened in:	2004
Artists currently in the collection:	250
Works published:	3,000
Artists include:	Edward Steichen, Erwin Blumenfeld, Heinrich Heidersberger, Herta Müller, Horst P. Horst, Man Ray, Michel Comte, Olaf Hajek, Olaf Martens, Robert Lebeck, Stefanie Schneider, Will McBride, Wolfgang Joop, Werner Pawlok, GABO, Sandra Rauch, Berenice Abbott and many more.
LUMAS locations:	There are over 37 galleries in cities such as Berlin, Cologne, Dubai, Düsseldorf, Frankfurt, Hamburg, London, Munich, New York, Paris, Vienna, and Zurich to name a few.

GROUP CEO AVENSO



As CEO of Avenso GmbH since August 2017, Daniel Raab is in charge of the LUMAS brand and its over 37 galleries around the world. He has many years of experience in both e-commerce and offline luxury retail, and was most recently the Managing Director of ProSiebenSat. 1 Commerce GmbH and SevenVentures GmbH. "There is enormous potential in LUMAS; the gallery makes curated, signed, limited-edition art available to a wide audience. In my mind, LUMAS is synonymous with museum-quality production and, more importantly, the emotions transmitted through the artworks."

THE FOUNDERS



The founders of LUMAS, Stefanie Harig and Marc Alexander Ullrich, are enthusiastic art collectors. With LUMAS, these experienced entrepreneurs turned that passion into a profession.

Their goal was to make high-quality art affordable for a wider audience of art enthusiasts including new collectors. "Traditional galleries tend to offer large-format, one-off pieces or limited editions of three to five prints. Understandably, this makes the prices high, more targeted towards experienced collectors, institutions, and museums. For those looking for affordable yet authentic art, there is a big gap in the market. LUMAS was created to close that gap and create a new space for art that speaks to all art enthusiasts."

Today, this concept is in effect in over 37 galleries around the world, with locations in Berlin, New York, Moscow, and Tel Aviv to name a few.

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