

MISA

PRIMARY AND SECONDARY ART MARKET



MISA

MISA is an art market that presents works from the primary and secondary market. At the same time as MISA # 3, misa.art was launched, the only online art marketplace that brings emerging and established artists together and offers a range of traditional and digital art. All works shown at DISCOVERIES are also available on misa.art. Lena Winter has been the director of MISA since the beginning of the year and permanently changes the art market.

"We want art to be accessible to everyone. Hence the diverse and varied programme of MISA. MISA DISCOVERIES creates space for new, upcoming artists. Young art reflects the zeitgeist and depicts collective experiences in which everyone can find an element of themselves."

Lena Winter, Director of MISA

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MISA #3 - NFT BOOTH



MISA #3 - AFRICAN ART BOOTH



MISA #3 - ULTRA CONTEMPORARY BOOTH



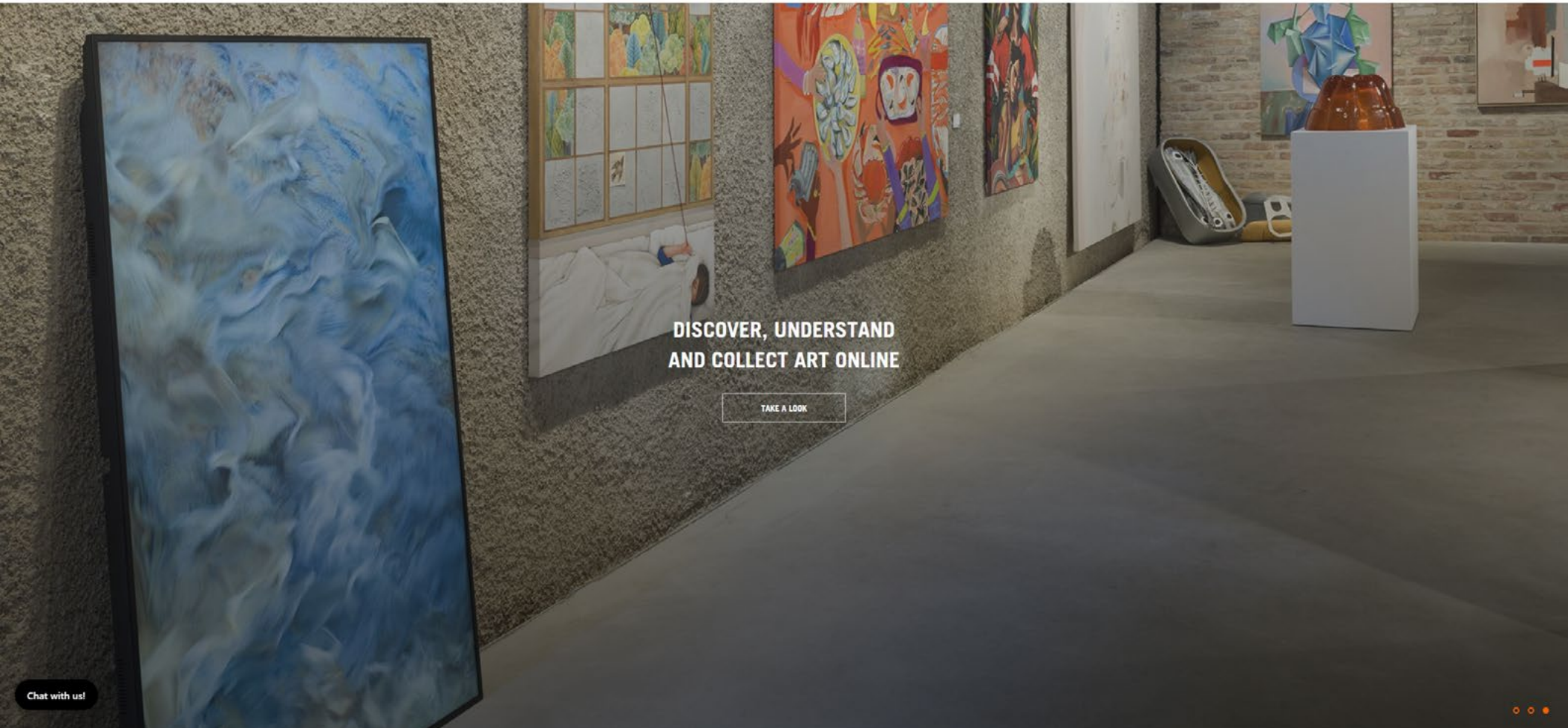
MISA #3 - JUNGE WILDE BOOTH

MISA

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MISA
PRIMARY AND SECONDARY ART MARKET

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DISCOVER, UNDERSTAND
AND COLLECT ART ONLINE

TAKE A LOOK

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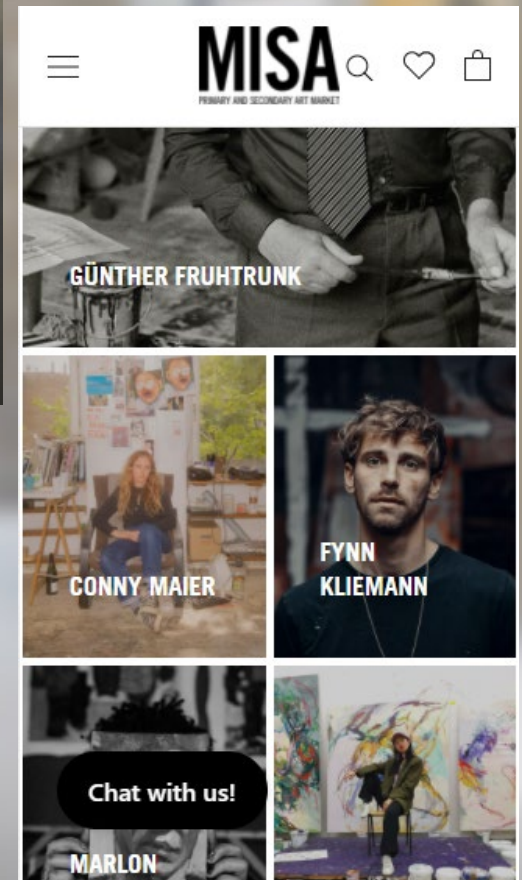
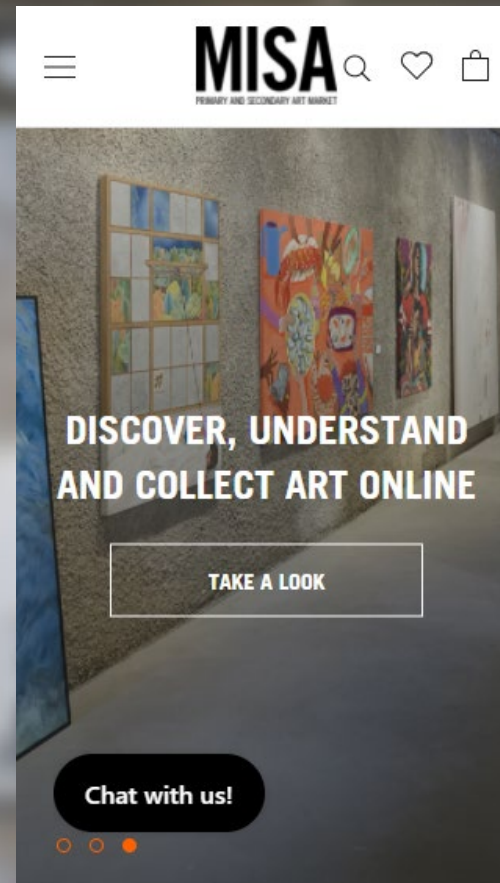
MISA.ART

MISA

misa.art

misa.art offers a carefully curated selection of art from the primary and secondary market. It is the only online marketplace that brings emerging and established artists together and offers a range of traditional and digital art. Ultra Contemporary artists are presented alongside the classics of art history from the past 70 years. The selection of new discoveries and canonical works is constantly being expanded, and NFTs and editions are regularly dropped.

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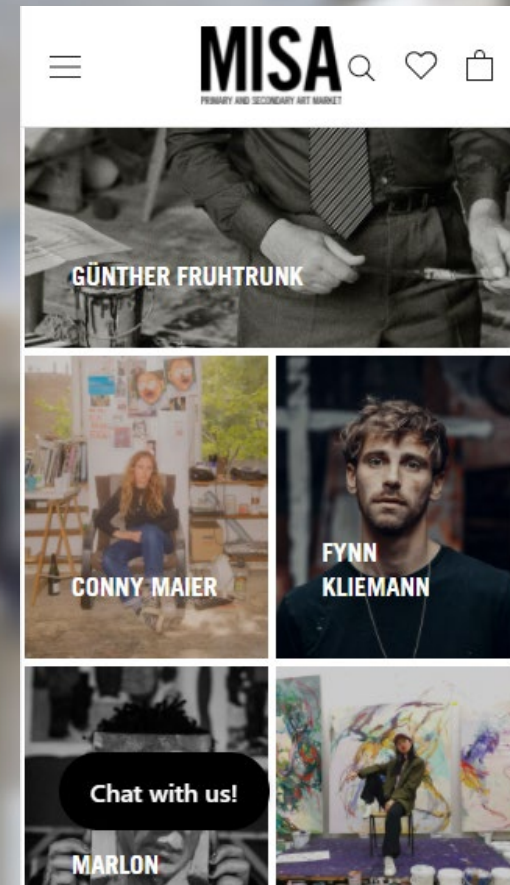


MISA

Entry Point and Democratization

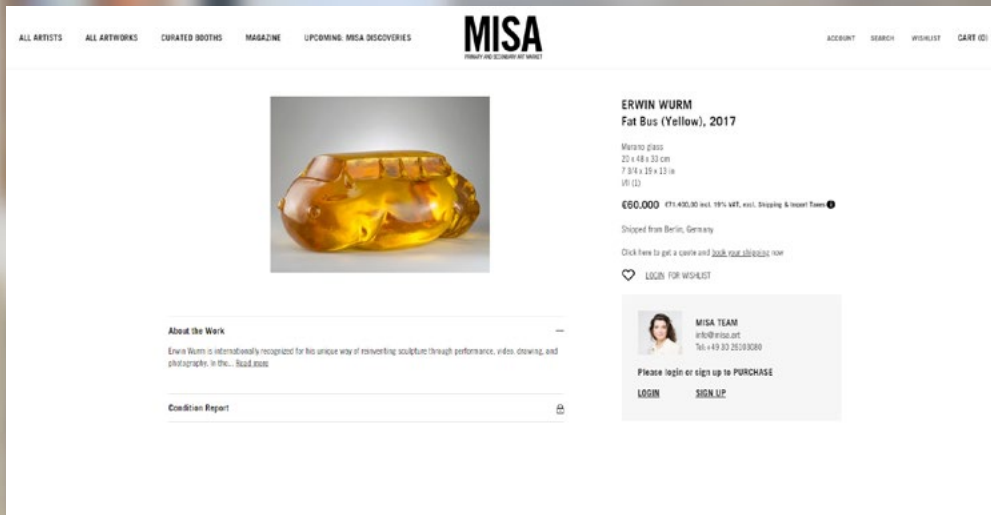
misa.art is the entry point into the art market and contributes to its democratization. Both artists and collectors will be given access to new ways of selling and buying art online. Depending on your preferences, click and buy or face-to-face meetings with experts who are on hand to provide advice are possible. Information and expertise, transparency and knowledge, storytelling and experience enliven the online platform. At the same time, they facilitate quick orientation and the acquisition of knowledge regarding the significance and prices of works on offer. Rankings and statistics, studio visits to artists and reports from collectors offer deeper insights and help you to become an art market insider.

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Trust and Transparency

To both strengthen trust in the offers on misa.art and enable a reliable and objective assessment based on data, rankings by ArtFacts are included on the artists' pages. ArtFacts creates transparency in the art world with the largest existing curatorial art database, which includes more than 700,000 artists who are tracked by more than 45,000 institutions worldwide. The ArtFacts Artist Ranking measures the position of artists in the art world based on their exhibition history.



Rankings and price estimate

When an artist participates in an exhibition, ArtFacts collects data in order to determine how that show affects the artist's ranking. misa.art also utilizes Limna's machine learning engine, which analyzes millions of art world data points in seconds and provides instant price validation and insights. Limna is the world's first AI-powered art advisor, available as a mobile app on iOS devices. By comparing the valuation with the offer price, a confident decision based on meaningful data can be made when buying art.

ALL ARTISTS
ALL ARTWORKS
CURATED BROTHS
MAGAZINE
UPCOMING: MISA DISCOVERIES

MISA

ACCOUNT
SEARCH
WISHLIST
CART (0)

BOHR
BRUCK AN DER NUR (18)

GENDER
MALE

NATIONALITY
AUSTRIA

MEDIUM
PHOTOGRAPHY, SCULPTURE, INSTALLATION

PERIOD
CONTEMPORARY

ERWIN WURM

GLOBAL
TOP 20


AUSTRIA
1

SOLO SHOWS
182

GROUP SHOWS
804

MOST IMPORTANT SHOWS
1. La Biennale di Venezia
2. ZKM | Zentrum für Kunst und Medien
3. Museum of Modern Art (MoMA)

MOST SHOWS WITH
1. Franz West
2. Arnulf Rainer
3. Helmut Zuberly

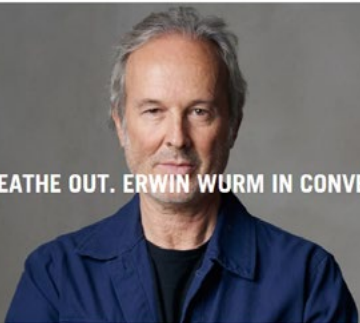


Erwin Wurm (born 1957 in Bruck an der Mur (AT)) is a main artist from Austria living and working in Vienna (AT). The artist works mainly with Photography, Sculpture and Installation, and is most frequently exhibited in Austria, Germany and United States. Notable shows include Negative Room at ZKM | Zentrum für Kunst und Medien in Karlsruhe, Germany in 2013, 57th Venice Biennale - Visual Arts at La Biennale di Venezia in Venice, Italy in 2017. Erwin Wurm's latest group exhibition will be on view at Kunsthaus Pöhlberg in Pöhlberg, Germany from 4 Sep 2022 to 9 Jan 2023. Works by Erwin Wurm are part of 54 renowned collections in 29 countries such as La Biennale di Venezia in Venice, ZKM | Zentrum für Kunst und Medien in Karlsruhe and Museum of Modern Art (MoMA) in New York City, NY.

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MAGAZINE

ALL
ART + TECH
COLUMNS
DREAM TEAM
HOW TO COLLECT ART
UNEXPECTED FACTS



BREATHE IN, BREATHE OUT. ERWIN WURM IN CONVERSATION ABOUT HIS FIRST NFT


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WHAT TO DO WITH THE NFT RANCOR?

By Anika Meier: I don't know where to start. The fuss about NFTs is heavy, very heavy. Feelings run high everywhere. Crypto collectors are imitat...


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WHY DO YOU COLLECT ART, ANNKA KULTYS?

Collecting digital art was never a goal for me per se, in fact the very opposite. I came to collecting digital works by chance as part of somethin...


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THE INTERNET IS NOT DEAD (YET)! ON THE PAST, PRESENT, AND FUTURE OF POST-INTERNET ART

By Marisa Olsson: After the champions of net.art, the technopians of the early 1990s, were forced to acknowledge that the Web would not bring d...


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KÖNIG DIGITAL: CREATING EXPERIENCES ONLINE

By Johann König and Anika Meier: NFTs won't go away. They have already left their mark in art history with Beeple's auction record at Christie's. ...


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"ART HISTORY IS EXHIBITION HISTORY". A CONVERSATION WITH JONAS ALMGREN FROM ARTFACTS

Artfacts provide collectors, artists, gallerists and educators with insights, trends and analysis of the ever changing art world landscape. Since ...


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In 2020, the art market had no choice but to digitize. This raised fundamental questions: How can art be sold digitally? What are the advantages o...


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"THE DATA DOESN'T LIE". JONAS LUND IN CONVERSATION WITH ARTFACTS

Jonas Lund is one of the top 10 artists from Sweden based on the Artfacts ranking. In 2014, Arforum wrote that Lund "holds a mirror to the art worl...

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NFTS: HYPE? AVANTGARDE!

By Alfred Weidinger: Blockchains? Bitcoins? Tokens? The encyclopedia of art needs an update and the words it will incorporate were only known to f...

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NORDIC MELANCHOLY. EVA HELENE PADE

Despite her art-historical roots, Eva Helene Pade's paintings remain distinctly contemporary. Her paintings present the subtle drama of everyday li...


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THE WILDNESS OF PAINTING. DENISE RUDOLF FRANK

Energetic, vibrant, yet down-to-earth, the art of Denise Rudolf Frank is a passionate appeal in favour of life, a call to act, experience and expe...


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10 UNEXPECTED FACTS ABOUT JOHANNA DUMET

Johanna Dumet is an impulsive painter. The result is a fascinating use of colour, figuration and abstract form. Instead of homing in on details, sh...


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"THE DATA DOESN'T LIE". JONAS LUND IN CONVERSATION WITH ARTFACTS

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WHY DO YOU COLLECT ART, JULIA STOSCHEK?

A collection forms the understanding of our past, it is "an archive of temporalities," as curator Daniel Birnbaum put it. This in turn determines ...


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AN UNGODLY PLACE. K.H. HÖDCKE IN CONVERSATION WITH HANS ULRICH OBRIST

On a rainy Berlin day in January 2017, Hans Ulrich Obrist and painter K.H. Hödicke sat down to talk. Hödicke's exhibition ICH BIN EIN BERLINER wa...


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10 UNEXPECTED FACTS ABOUT ANDY KASSIER

"Success is only a smile away," says Andy Kassier. His hair and his smile are on point, the shoes and the Lamborghini are gleaming. Andy Kassier i...


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THE ART MARKET BACK THEN. EXCERPT FROM "JOHANN KÖNIG. BLIND GALLERIST"

Andy Warhol, Isa Genzken, On Kawara, Rosemarie Trockel – Johann König has been surrounded by great artists and their art since childhood. At the ag...

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NAVIGATING THE ART MARKET. DATA, PLAYERS, POWER STRUCTURES

Magnus Resch is always surprised to see how little artists know about the history of the art market, its power structure, and its key players. Lik...

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MISA MAGAZIN

MISA



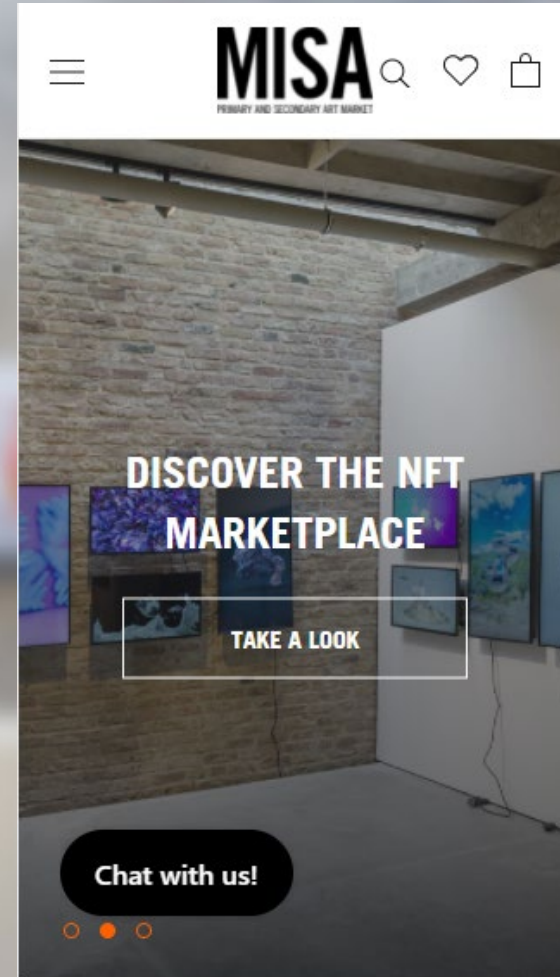
NFT MARKETPLACE

MISA

NFT

The acronym NFT stands for non-fungible token. NFTs certify that a digital asset is unique and therefore not interchangeable. If you collect NFTs, you purchase tokens and the objects associated with them. These objects can be anything, for example, digital works of art or virtual real estate, music pieces or card collections. The NFT is stored on the blockchain, it is unique, authenticated, and cannot be forged. Until now, digital art has not had the same value as painting because it could be easily copied and shared. The new technology is revolutionizing the art market: it ensures that digital art can finally be collected just like traditional painting or sculpture.

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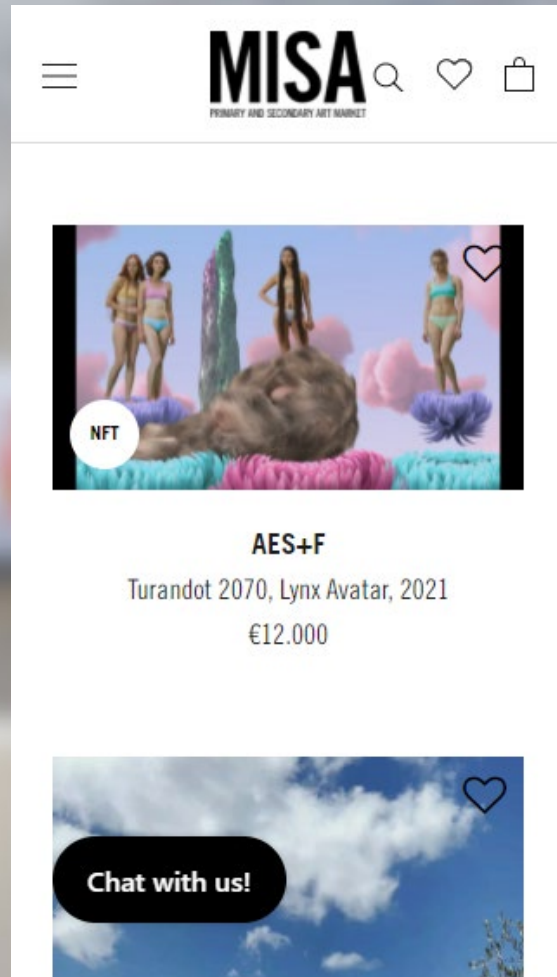
NFT Marketplace

On the occasion of the third edition of MISA (MESSE IN ST. AGNES) at KÖNIG GALERIE in Berlin, the NFT marketplace launches on misa.art on August 22. It bridges the gap between the traditional art world and the crypto world with a broad and diverse selection of artists. MISA will bring together the most important voices from each world with the aim of presenting the state of the art in the NFT space.

MISA offers NFTs minted by artists on the primary market. Art can not only be bought, but also be sold on the secondary market. With every secondary market sale the seller and the artist receive 4% royalties which corresponds with the Artist's Resale Right in Europe. MISA makes NFTs accessible for everyone. Non crypto-native users can easily purchase an NFT using a credit card, the wallet is automatically created at checkout. They can view their collection using only an email. It is also possible to pay in crypto currencies such as ETH and Bitcoin. Available will be unique artworks, limited and open editions.

MISA is built on Flow, a fast, decentralized, and environmentally friendly blockchain, designed as the foundation for a new generation of games, apps, and the digital assets that power them. It is a proof of stake blockchain which allows for overall lower transaction fees. Flow uses less than 1GWh of power in a year. Ethereum in comparison uses approximately 8TWh per year.

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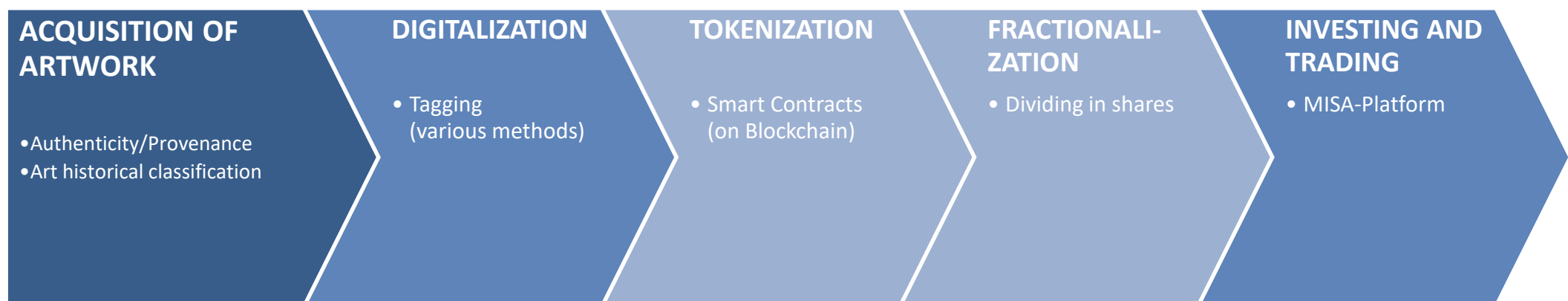


FRACTIONALIZED ART

TOKENIZED AND FRACTIONALIZED ART

The tokenization and fractionalization of artworks opens up entirely new possibilities. The traditionally illiquid art market gains liquidity through tradable shares in artworks. Due to the registration on the blockchain, an unprecedented transparency is created. Smaller shares of expensive artworks can also be bought, so that investors with smaller investment positions can also participate in art trading. This is the epitome of the democratization of the art market.

This is made possible by the novel blockchain technology and smart contracts, that can link any information between the physical artwork and its digital twin.



PROCESS: TOKENIZATION AND FRACTIONALIZATION

MISA

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