



**MON  
SHARE  
ART**

Own your exclusive artworks  
in a few easy steps



# OUR STORY



As art enthusiasts, coming from a financial and consulting background, when attempting to buy art, we were faced with a rather elitist and opaque market. We realised how limited access is to market outsiders without the tools and information, and therefore decided to create an innovative omnichannel platform to eliminate all these barriers.

We believe in transparency, so we created MonShareArt, giving the chance to art lovers to acquire exclusive artworks in a few easy steps.

*"COLLECTORS ARE MOTIVATED  
BY THEIR DESIRE TO SHARE"  
E. WAGNER*

## MISSION

Mon Share Art aims to provide the necessary tools for investors, art lovers and collectors to facilitate the rental and acquisition of art, while also offering a secure platform to maximise investments.

## VISION

We aim to offer a carefully curated, ever-growing selection of art, available both on- and offline at MSA Display Spots, and to give artists more opportunities and exposure. MSA further prioritises catering to its collectors and corporate clients, creating a more transparent process and a more approachable market.

## THE FOUNDERS

Massimiliano Candini  
Francesco Rubinacci



# MSA FEATURES



## EASY ACCESS TO CONTEMPORARY ART

Convenient formula and packages: rent or rent-to-buy (with total deduction of the paid rent from the published sale price).



## ON- AND OFFLINE DISPLAY

MSA Display Spots across the world combined with the MSA online gallery.



## INTERNATIONAL NETWORK

MSA branches, partners, Display Spots.



## TRANSPARENT AND REAL TIME QUOTATIONS

Algorithms based tool for buyers/art collectors, to sell or resell artworks on the secondary market.



# CORPORATE PACKAGE

Ensuring that your workspace looks visually stimulating and professional is key to increasing the productivity and creativity of your employees. MSA offers you the possibility to rent carefully curated contemporary art, without any costly refurbishment.

*RENTING ART - THE COST EFFECTIVE AND FLEXIBLE WAY TO ENHANCE YOUR OFFICE SPACE.*



## SERVICES

### ROTATIONAL RENT

Starting at 12 months rental packages, with a 4 months rotation. Payable in instalments.

### CUSTOM ORDER

Initial art advisory consultation to help you choose the most appropriate artworks for your workspace and tailored to your budget.

### LOGISTICS

All the logistics and the rotation of the artworks will be taken care of by MSA.

### RENT TO BUY

Find out if the artworks fit your environment before fully committing to it.



# MSA DISPLAY SPOT

We understand how important it is to our investors and collectors to experience the art in person. By becoming an MSA Display Spot you make it possible for our artists and their artworks to gain visibility and recognition, while at the same time enhancing your location and saving on the usual rental fee.

*JOIN OUR MSA COMMUNITY BY DISPLAYING UNIQUE ARTWORKS WITHOUT A HIGH FINANCIAL COMMITMENT.*



## REQUIREMENTS

### PRIME LOCATION

Trendy venue accessible to the public either by walk-in or by appointment.

### MSA BRAND DISPLAY

We require from all our MSA Display partners to use and promote our logo, website and brochure. MSA retains the right to use the Display Spot's contact information on its website and social accounts.

### SELECTION PROCESS

Once all requirements are met and the application is submitted, an MSA committee will meet and evaluate the proposal.

# PARTNERSHIP INVESTMENT

If you are an aspiring entrepreneur, join us in our mission to simplify the process of renting and buying art! We are collaborating with both local and international businesses to expand Monshareart globally.



## BENEFITS

### EXCLUSIVE REPRESENTATIVE PER LOCATION

To ensure ultimate success, our partners will be the unique and sole representatives of the MSA brand in their city. Guaranteed exclusivity!

### INNOVATIVE BUSINESS MODEL

We will provide our partners with the necessary tools to succeed on their territory by offering our know-how and professional expertise.

### EXCLUSIVE LICENSING

Exclusive licensing to both our MSA platform and e-commerce, as well as our trademark and web domain.

### MARKETING MATERIALS

All MSA marketing essentials such as website, logo, brochure and social media accounts will be made available to our partners.

### ACCESS TO THE MSA INTERNATIONAL NETWORK AND EVENTS

We believe that having international partners will enrich our social network to maximise brand awareness.

## REQUIREMENTS

### ENTRY FEE

Starting from 15,000 €\*

### ROYALTIES

We ask for a small royalty based on the turnover generated by your MSA artists.

### ATTENDANCE TO LOCAL ART FAIRS AND EVENTS

Make sure to select and attend at least one suitable local artfair and event per year, always under the MSA brand.

### PERMANENT LOCAL SCOUNTING

We believe in constantly growing our artists database by adding at least one local artist per week. We strongly encourage our partners to uphold this standard.

### MSA DISPLAY SPOTS

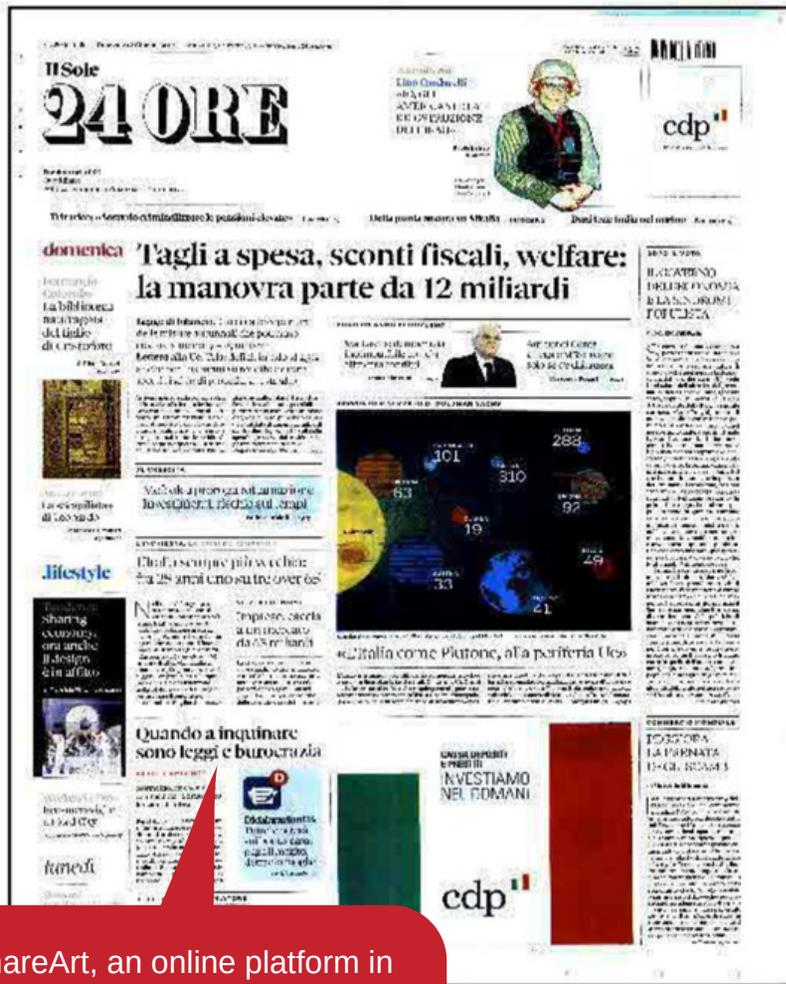
We require from our partners to maximise artist exposure by selecting and collaborating with their local MSA display spots.

\*depending on the region & market size



# THEY TALKED ABOUT US!

Milanese Startup that allows anyone to easily rent contemporary art works.



MonShareArt, an online platform in the contemporary art field (...) Interesting opportunity for artists and buyers ... "

NETWORK ▾ **L'Espresso** **RE LE INCHIESTE**

R.it

MILANO trovaserata



Facci sapere se ci andrai

Un vero e proprio percorso concettuale realizzato all'interno di un modello di casa nel centro di Milano in cui, attraversando le diverse sale e vivendone gli spazi, è possibile scoprire come nella società contemporanea il fenomeno dell'affitto abbia cambiato per sempre le abitudini e lo stile di vita delle persone, prendendo come spunto l'universo da cui nascono le tendenze costituito da design, fashion e arte.

È questo il concept che ha ispirato la creazione di "Rent is More", la "casa del lifestyle in affitto" che verrà presentata lunedì 8 aprile dalle 9 alle 13 nel cuore del FuoriSalone, nel centralissimo Corso di Porta Ticinese (angolo via Gian Giacomo Mora, 1), in occasione della Milano Design Week, in cui a farla da padrone sono oggetti del desiderio ritenuti sino a poco tempo fa esclusivi e poco accessibili e che oggi invece, grazie alla tendenza dell'affitto che contamina sempre più ambiti, sono davvero alla portata di tutti.





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## CONTACT US

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