

SPONSORED BY HEXXUS

THE NEXT US—CATHERINE LEVENE: CEO & CO-FOUNDER, ARTSPACE



LATEST NEWS

ERIK KLEMMETI
Chile's Calbuco Unleashes
Dramatic Explosive
Eruption
1 HOUR

ENTERTAINMENT SERIES
Agents of S.H.I.E.L.D., GIP
and a Graf: Coulson Knows
What's Up
3 HOURS

NEWS TODAY
House Passes
Cybersecurity Bill Despite
Privacy Protests
4 HOURS

ANALYSIS
Tesla Not an Automaker:
It's a Battery Company
5 HOURS

SOCIAL MEDIA
Facebook 'Hello' Will Get
You Talking on the Phone
Again
5 HOURS



FOR MANY CONSUMERS, the world of art carries with it a certain degree of mystery—an invitation-only playground reserved for those with big means, fat checkbooks, and high connections. The industry today is staggeringly large, but until recently, only a relatively small percentage of the population had skin in the game. However, one woman has single-handedly set out to change that fact, proving you don't need to be a globetrotting gallery aficionado to shop and own works from some of the most coveted names in the industry. Meet Catherine Levene, CEO and co-founder of Artspace, who's on a mission to bring insider access to the world's best art—no insider access required.



Levene's love affair with creativity began at a young age thanks to her grandmother, an avid collector, evangelist, and proponent of the arts. But Levene's passion goes far beyond the canvas and art is just one of the many things that inspire her to think outside the box. She finds constant energy in

her Artspace team—from the designers and engineers to the marketing, sales, and editorial staff—that makes collective dreams become reality on a daily basis.

A New Yorker to the core, Levene is also continuously captivated by the palpable energy of the City. "We live on such a small island that attracts so many diverse groups of people with so much talent, ambition, and creativity that the cumulative dynamism is just infectious," says Levene. From the halls of MoMA to her neighborhood streets during morning walks with Yorkshire Terrier, Mo, Levene finds a daily dose of inspiration around every corner.

Founded in March of 2011, Artspace made big waves as the first e-commerce site to attempt to commercialize the contemporary art scene. But bringing the world of art online was no easy feat; especially considering the industry at the time was strictly brick and mortar. Levene sites her biggest challenge in launching the idea as overcoming investor skepticism. Would collectors really agree to purchase art online, sight unseen? Today, Artspace has answered that question many times over by becoming the definitive player in online art sales. The site's functionality makes it easy for anyone with an appetite for art—from seasoned collectors to those just purchasing their first piece—to discover, browse, and purchase the perfect piece. Featured works include some of the world's most internationally acclaimed industry names as well as those just on the cusp of becoming the next big thing. Artspace boasts successful partnerships with some of the most well-known cultural institutions and galleries around the world, hosting curated auction events that make it possible to purchase your next artistic muse with the click of a mouse. Welcome to the democratization of fine art for the masses.

As for the future of Artspace, Levene believes they have only scratched the surface of the site's full potential. The company has big plans to expand further into the global market, targeting the Asia and tapping into the extraordinary contemporary art scene exploding in China. And when it comes to the next generation of big-thinking female entrepreneurs set to take the stage, Levene has some words of wisdom: "Believe in yourself. It's possible to be successful and be true to yourself at the same time... don't compromise. We can be both feminine and strong. We can be nurturing and compassionate, but at the same time direct, aggressive, and driven to win." That's wise advice coming from a woman who has single-handedly changed the face of the contemporary art industry today. Levene is a prime example of the modern-day female entrepreneurial spirit—proving every blank canvas of an idea has the potential to become a masterpiece.