

2:30pm

a.brand

A.BRAND

Art minded and meaningful product positioning for innovative companies. We explore the intersection of art and technology.
Codie Barry, Judith Khneysser

3:00pm



WeART

A platform for museums and galleries to engage and attract art enthusiasts.
Shiyuan Li, Levon Pogosyan

3:30pm



ART BAE:

A collaborative apparel agency based in Los Angeles working with local and international artists on unique clothing lines.
Livia Bowman, Vanessa Canas, Saranne Richter

4:00pm

COLONNADE AUCTION ©

COLONNADE AUCTION

Taking philanthropy to the next level.
Slater Herman, Yuyao Hou, Chenlong Yuan

Raulee Marcus Angel Investor and President of Pinnacle Management
Shelley Holcomb Founder, Curate.la
Alysia Alex Partnerships Manager, Art & Design at ban.dō
Laura Hyatt Annual Giving and Membership, The Hammer Museum

JURY 1

MA in Art Business

STARTUP STUDIO

FINAL PITCH PRESENTATIONS

THE REEF 1933 S BROADWAY 7TH FL DOWNTOWN LA

WEDNESDAY DECEMBER 12

OPEN TO THE PUBLIC

Robert Carter Lead Software Engineer, Carbonated Inc.
Katharine Abrams Associate Director, Hauser & Wirth
Doug Leonhardt Senior Director, Membership and On-Site Services, LACMA

JURY 2

5:00pm

ENTENTE

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A cultural consultancy: Engaging visitors, empowering staff.
Sacha Baumann

5:30pm



DETECTIVE ARTEM

A mobile game in which players investigate mysteries by interacting with characters, artworks, and their environment.
Pang Adomat, Perris Claeysens, Ekaterina Pikhoya

6:00pm



ART STAFF

A digital platform that sources and matches art business with qualified temporary staff that they do not need to recruit, train or on-board.
Leopoldine Lejeune, Jeremiah Ojo, Mai Thi Phuong Ta

Each year candidates for the MA in Art Business at Sotheby's Institute of Art - Los Angeles pitch new ventures to juries composed of LA's arts and cultural leaders. Pitches are limited to 10 minutes, after which jurors provide feedback. A reception follows the last presentation at 6:30PM.

Sotheby's INSTITUTE OF ART
Claremont Graduate University