

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 40 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 40 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:	David Armstrong, Georg Baselitz, Erwin Blumenfeld, Michel Comte, Andreas Feininger, Horst P. Horst, Wolfgang Joop, Robert Lebeck, Helmut Newton, Werner Pawlok, Man Ray, Edward Steichen, Bert Stern, Nick Veasey, Farin Urlaub, and many more.
LUMAS locations:	There are 40 galleries in cities such as Amsterdam, Berlin, Cologne, Dubai, Düsseldorf, Frankfurt, Hamburg, London, Munich, New York, Paris, Vienna, and Zurich to name a few.

THE CEO



Bernd Stadlwieser has been the CEO of Avenso GmbH since August 2014, putting him at the helm of a global network of over 40 LUMAS galleries. Previously, as the CEO of Thomas Sabo, he led the jewellery brand to great success. Bernd Stadlwieser started his career at Swarovski, where he remained as the company's Vice President until 2003.

"I am excited to carry on the vision of LUMAS's founders: changing the art market on a fundamental level. From day one with its first gallery in Germany, LUMAS is well on its way to becoming an international institution for unique, high-quality, and authentic art at fair prices, and it is constantly

developing in terms of the artists on offer," says Stadlwieser.

THE FOUNDERS



The founders of LUMAS, Stefanie Harig and Marc Alexander Ullrich, are passionate art collectors. With LUMAS, the experienced entrepreneurs made their passion into a profession.

Their goal: to make high-quality editions more accessible to new collectors and a wide audience of art enthusiasts. Today, this concept is finding resonance in over 40 locations around the world.

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