

Andheri resident creates virtual marketplace for artwork by budding artists

Tuesday, 12 April 2016 - 4:01pm IST | Gaurav Sarkar | Edited by: Disha Shetty

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Andheri resident Rajiv Ramnani is the founder of online marketplace ArtyOwl.com

Art is not always about the rich and famous. This holds true in the case of [ArtyOwl.com](#) - an online marketplace created by Andheri resident Rajiv Ramnani, 43, where niche and out of the box creations of young and budding artists is made accessible to buyers.

explaining the idea behind **ArtyOwl**, founder Rajiv Ramnani, said, "It is a marketplace concept meant for those who make handicrafts that have a niche quality about them, to come together and showcase their artwork on a common platform. Here, importance is given to being innovative and thinking out of the box. We have people who can make the most beautiful creations out of wood, leather, glass etc. The trouble is that no one has ever heard of them and that they don't have a platform."

The website for **ArtyOwl** was launched on 8 March, but the idea had been in the pipeline since August last year.

All the items on ArtyOwl is handmade

"All the vendors that want to display their work on our website will have to first send us their samples so that we can gauge whether they fall into the category that we are looking to exhibit. As of now, 'invite only' vendor allowed to showcase their products," said Ramnani. Top

He has also been engaging with numerous NGOs so that they can display their work on ArtyOwl. There are plans to tie up with an NGO that showcases charcoal painting made by widows of Mumbai Police officials and exhibit their work."

At ArtyOwl importance is given to being innovative and thinking out of the box

Within a month of its launch, **ArtyOwl** has a total of 15 artists (with 10-15 products individually) exhibiting their work. However, the pricing of the handicrafts is steep. To that Ramani countered, "It is difficult to put a price

handicraft items are—all over the globe—marginally more expensive.”

Ramani though added that the focus at **ArtyOwl** was on nurturing new and budding artists and exposing their work to interested art lovers.

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