

Inspire

Rajiv Ramnani, The Arty Owl

by Zeba Akhtar



UPHOLDING ART TO
THE FOREFRONT





ONE FINE DAY, AS PER HIS HOBBY, HE WAS ATTENDING JUST ANOTHER ART EXHIBITION IN TOWN.....

Art is something that Rajiv holds sacred. One fine day, as per his hobby, he was attending just another art exhibition in town. It so happened that he liked a particular piece at the exhibition, and wanted to buy it. However, the artist retailing at the exhibition said that he could only pay in cash and there was no ATM close by for Rajiv to go and withdraw cash.

This particular incident hit him with a thought. Most art retailers and artists make good stuff, unusual products, and the like. However, what they lack is the skill, as well as the infrastructure to market and portray their art. Something as simple as the lack of an ATM machine near the exhibition venue is reason enough for an artist to lose a sale.

This is how the idea for Arty Owl came into place. A businessperson of over eighteen years, Rajiv holds experience as well as expertise in areas of marketing as well as operations.

Coupled with his zeal for art and quirky products, he came up with the idea of a marketplace for artists where they can exhibit their works and reach out to a larger audience. He brainstormed with a few of his friends, out of which, two of them even joined in as partners. Today, Arty Owl as an art marketplace is run by Rajiv, and his two partners, Ameya and Smitha.

"Whenever I would go to an exhibition or a pop up, I always wondered whether these artists were making any real profits or not. Most exhibitions have really high charges for stalls, and do not last beyond three days. I would always think if the artists were even breaking even in terms of cost. Also, these do not generally result in long term sales because how many of us frankly even remember to follow up with these guys despite taking their cards." Stated Rajiv as he explained the issues that most upcoming artists face in terms of marketing their products.

Arty Owl, the aim is just that. The aim is to provide a platform to budding artists be it in the sphere of

wood, leather, paper, glass or any other form of art. This particular platform is a way for an artist to list himself as well as his products online and become accessible to a much larger audience. It also rules away the issues that crop up with regards to payments or having to deal with cash.

"Our aim, however is not to become another e-commerce giant which is why we have been very stringent and strict when it comes to what kind of art goes up on Arty Owl. It should always have the uniqueness, or what I like to call as, the wow factor. We aim to showcase never seen before products and hence are continuously on the lookout for such artists." Rajiv added.

Arty Owl currently has amazing pieces in wood, leather, glass and even bamboo! Particular mention to a wooden watch box that can be customized with your name or initials with burnt wood and I feel is a must have for watch connoisseurs. The collection in leather, from wallets to meeting pouches that hold your laptop along with other necessary meeting essentials are also one of a kind. Artist at Arty Owl have been sourced from across the country, and the delivery is country extensive.

When asked about the plan of Arty Owl, Rajiv explained that the current goal is to tap the Indian artists, as there is plenty of unexplored art within the country itself. In fact, he is also in talks with a couple of NGO's to collaborate and display indigenous art as well. Within the year, they aim to list over two hundred different artists, and eventually go global with rise in popularity.

Most of us generally pass by art with a lot of appreciation, but it is limited to just that. It is however, people like Rajiv who actually turn their appreciation into inspiration and are actually putting in effort to change the art scene in our country.

If you want to get your own favourite from The Art Owl, then log on to www.artyowl.com!