

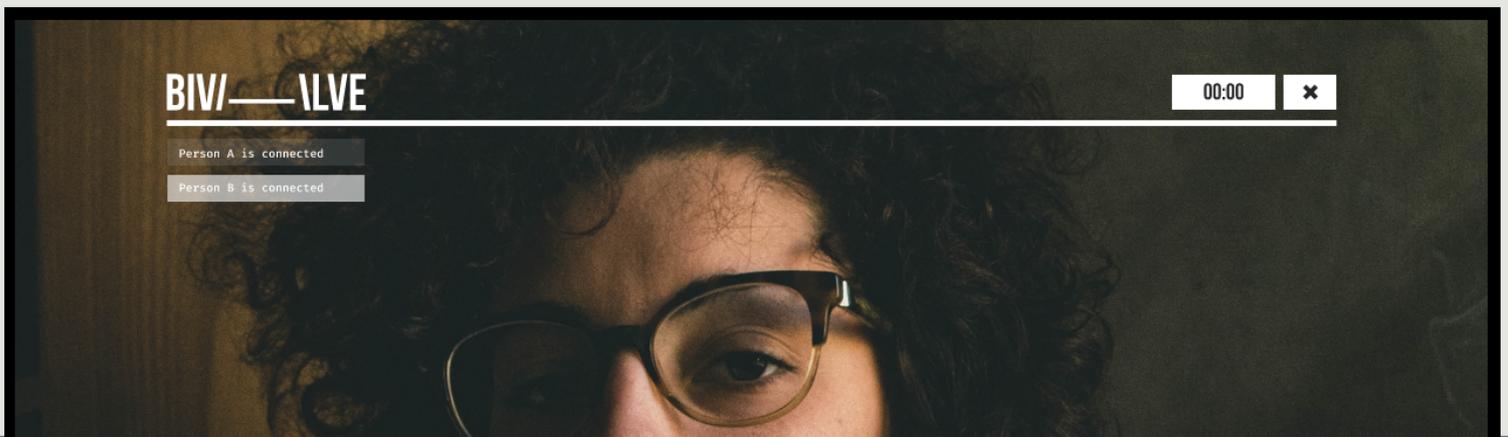


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Bivalve Service Brochure
Spring / Summer / 2021

A Secure Art Sector
Online Communications Channel

Two discrete halves, a hard shell
protecting what's precious



BIVALVE

Bivalve is a secure online meeting space designed to meet the needs of the contemporary art market.

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We provide a safe online environment for you and your clients to share privileged information and build relationships of trust, enclosed within a hard outer shell that shields your private data from digital tracking and surveillance. We know that as art professionals, the confidence of your clients is your most precious asset - let us help you protect it.

Our service provides secure video and text chat, document transfer, appointment booking and a customisable interface which can be styled to reflect your aesthetic values - and all of this without sharing or exposing any of your data. Our best-in-class privacy standard is based on two simple principles:

- | We don't collect or store user data, so there is nothing to leak or sell
- | We build and run our features in-house, to minimise your exposure to third-parties

This is the only way to guarantee the confidentiality of your online communications and safeguard your professional reputation from the

dangers of the surveillance web. When you sign up with Bivalve, you gain access to a personal account manager, who will help you get the most out of the service, troubleshoot any problems that arise, and work with you to explore ways to further secure your digital business, including scoping additions or refinements to the Bivalve stack.

We know there are some parts of the face-to-face experience that cannot be replicated remotely. Even so, we believe that people speaking online are entitled to the same degree of trust and privacy they would expect if they were meeting in person.

Our goal at bivalve is to blend the seemingly incompatible - confidentiality and conviviality, privacy and access, convenience and style.

“THE USE OF DIGITAL CHANNELS HAS ALSO BEEN PERVASIVE, WITH ONLINE VIEWING ROOMS AND AN ARRAY OF BRICKS-AND-CLICKS COMMERCIAL FORMATS BEING INTRODUCED IN HASTE, AND EVER MORE BUSINESS NOW BEING CONDUCTED ONLINE”

Noah Horowitz
Director Americas, Art Basel
The Art Basel & UBS Report
Art Market 2020 Mid-year Survey, p7

Confidentiality + Conviviality - Even before the pandemic, the art market had for some years been trending towards an increase in online sales, driven by the preferences of HNW millennial and an expanding global trade. The last twelve months have only accelerated this trajectory, and there is no reason to believe it will be reversed any time soon. As a new generation of digitally native artists and patrons come into their own, it is inevitable that the future of art buying will be a blend of online and in-person interactions.

Whilst the past few years have seen a proliferation of innovative digital exhibition and auction spaces, one crucial piece of art world geography

has been left behind. This is the private back office, where gallerists and dealers can meet with artists and patrons, whether to discuss the details of a particular deal or to enjoy the informal chats which are the foundation of any successful professional relationship. The lack of such a space means that although it may be increasingly simple to buy and sell works of art online, it is extremely hard to build the bonds of familiarity and trust that sustain a healthy market.

The increased use of digital communications across the art world brings a host of risks and opportunities. The capacity to make links with different national markets or to conduct viewings and deals without travelling comes with the danger of exposing private or proprietary information relating to your business and clients on the surveillance web. We believe that in the very near future, one of the marks of a professional service is the extent to which it takes steps to manage and mitigate hazards - and bivalve will provide you with the tools and support required to do just that.

“THE ONLINE VIEWING ROOMS OF ART FAIRS AND ONLINE THIRD-PARTY PLATFORMS WERE USED BY JUST OVER ONE THIRD OF THE [SURVEYED HNW] COLLECTORS TO BUY WORKS OF ART IN 2020”

Claire MacAndrew
The Art Basel & UBS Report
Art Market 2020 Mid-year Survey, p9

Privacy + Access - The twenty-first century internet is powered by surveillance. The apps we use every day to send messages or make purchases collect data on our online activity, which is bundled with other information to create detailed profiles of our habits, preferences and vulnerabilities. These profiles are bought and sold by data brokers and ad companies, and used to shape what we see as we navigate the web, from adverts to job offers to the prices of the products we buy.

This system is so vast and complex that it is impossible for any individual to monitor or control what is happening to their data, much less provide their meaningful consent.

In this context, it is extremely difficult to create tools which allow people to communicate in private, and indeed, most providers are not concerned to try. The most widely available communications platforms are plugged into an economy which converts user data into profit, and could not change their business model even if they wanted to. By using these services, you risk exposing proprietary business information and confidential client details to a global network of unscrupulous and malicious actors.

Big tech companies try to convince us that the loss of our privacy is the price we have to pay for access to high-quality digital services. With bivalve, we want to show that this is not how things have to be. Our service offers you end-to-end encrypted comms with crisp, low-latency video, private text chat and secure document transfer, whilst shielding you and your clients from the depredations of the surveillance web. We offer all this inside a package which can be tailored to suit the needs of your business, and is optimised for convenience and ease of use - no sign-ups, profiles or passwords necessary.

“EVEN THE GALLERIES AND AUCTION HOUSES THAT WILL SURVIVE ARE BURNING THROUGH CAPITAL RIGHT NOW...WE ARE GOING TO SEE A RADICALLY DIFFERENT ART MARKET WITH A RADICALLY DIFFERENT COST STRUCTURE IN THE FUTURE.”

Michael Plummer
cofounder of art-advisory firm Artvest Partners
Artnet Fall 2020 Intelligence Report, p5

Style + Convenience - As art professionals, we know we don't have to tell you about the value of aesthetics. The way you present yourself is important - it's how you communicate your taste and expertise to clients and the world at large. However, extending this self-presentation into online spaces can be difficult - especially when everyone is using the same communications software (with the same bland, ugly interface).

We're extremely proud of the default bivalve interface - it's clean, clear and easy to use. At the same time, we know our clients have different needs, and we don't want to impose our tastes on everyone. This is why we've made the bivalve interface customisable, with the capacity to add your own branding, colour scheme, images, logos and signage. Effectively, bivalve will be your own bespoke comms service, completely unique from any other offering on the market. Not only will this allow you to express your own aesthetic values, it will demonstrate to your clients that you have taken the trouble to commission a service expressly for their needs.

When you sign up with bivalve, you enter into a partnership in which we work together to help build the service you need to take your business forward. We have a range of exciting new features in the development pipeline, from virtual reception facilities to private auction tools - but more than anything else, we'd like to hear what you want to see from a service like ours.

“HIGH-SPENDING ART BUYERS ARE NOW ENTERING THE ONLINE MARKET, IN ANOTHER POSITIVE SIGN FOR THE FUTURE. NEARLY NINE-OUT-OF-TEN (86%) OF THOSE WHO SPEND MORE THAN \$50,000 ON ART A YEAR VISITED ONLINE ART SALES PLATFORMS WEEKLY DURING THE PERIOD, UP FROM 69% IN 2019.”

Hiscox online art trade report 2020
part two, p5

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Contact Beth or Stephanie for a free consultation

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