

# The We, the Why and the What of ArtMat

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**We:** the **AllOne team** that is strengthened by various creatives from all walks of life depending on which project is up and running at what moment in time. This is what makes us adaptable and effective...and enjoyable to work with!

**Mission:** **CSR Branding through ArtVertising and the ArtAgency to strengthen artists**

ArtMat is [CSR](#) branding for companies. And we use art to promote these ideals which in turn promotes our artists. The profits we generate are then invested into our community art projects, the [ArtMatters](#).

ArtMat is also the ArtAgency that makes art accessible to the larger public and helps artists to grow in their talent. And ArtMat in totality is always about the effect of art on our society as a whole: [Art and Society](#)

**Vision:** **HeArt Marketing and ArtAgency**

We see that there is a big niche in the advertising business. We call it the “white space” which if you think about is all around us. We want to fill this white space both with beautiful art and meaningful advertising. We want the marketing space to be more colourful, exciting, idealistic and artistic. And we want to bring our artists into contact with the entrepreneurial world because both worlds can inspire each other greatly.

Through the various elements of our ArtAgency we aim to help the artist grow in their talent and be seen by all.

For the latter we have teamed up with [lwi center](#) that provides physical space and community building for artists.

ArtMat is a project of foundation [AllOne](#).



**Concept:**

In ArtMat our main product is the beer coaster. We use this small and seemingly unimportant object to promote art, ideas, campaigns and clients. We have discovered that not only is the beer coaster important, but also a valuable space for advertising. This is because we see this object many times during our day in the places we eat and drink.

We therefore decided to utilise this white space and put art on it, transforming it into the smallest gallery there is. People always notice beauty around them, whether they understand it or not. So the small unimportant beer coaster becomes an art piece within reach.

And because we want to use every bit of “white space” around us, we make the coaster even more valuable; this time for our clients. As one side is already taken up by the art piece, we turn the coaster over and use its other side for advertising. The beauty of this advertisement is that it will not be thrown into the first trashcan as a brochure, nor taken down after one month as a billboard. It is here to stay, small enough to carry and take home and to be used by friends and family through the years as the lay on the coffee tables = **in house marketing**.

## Media:

For our campaigns and projects we mainly use the ArtMats as our offline media for promotion and advertising. Online we use social media such as facebook, twitter, instagram, pinterest and of course our website. These art coasters are also used to promote our various community art projects, the ArtMatters.

We have an ArtMatters Radio and podcast programme where our artists and clients can promote themselves in a meaningful way. We are also delving into [AR and VR](#) using the coaster as a base for this technology. This combination of online and offline are what makes our concept even more effective.

These are our current mediums, but we always like to discover and explore the infinite possibilities around us and develop new strategies for **ArtVertising**.



## Target audience:

**Public:** we aim to inspire the general public with the work of our artists, be they visual artists, theatre makers or poets. Art has been proven to strengthen many sectors from health care to

**Clients:** for us it is essential that a company is busy with or about to embark on a CSR journey. People, planet, profit are essential pillars in their business strategy. We help them further their cause by promoting this to a general public, using one or a combination of our mediums.

**Artists:** we target new and upcoming artists but also invite well known artists to join because they can help promote our new fledglings. For us gender, race and culture do not matter as long as we share our love of art and its power to enrich people and the environment. And for us, an artist can come from different disciplines ranging from visual art to theatre, dance, poetry and song.

**Partners:** we are an open minded and outgoing organisation, and collaboration is a way of life for us. Organisations that are involved with cultural activities and social events are our partners, but also corporate sponsors that realise partnering with us will also benefit them in many ways.

**Our current project that we wish to have SPONSORED, is the further development of our [ArtAgency](#).**  
Sponsoring this great cause means basking in the lime light as sponsor as the agency moves and meanders her way into society in a bright and colourful way. Jump aboard and help us in a tax deductible way to adulthood!

**Feel free to mail/call/skype us with cool ideas, sponsoring and promising prospects!**

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The logo for ArtMat is written in a bold, purple, cursive script. The letters are thick and have a slightly irregular, hand-drawn appearance. The 'A' is the largest and most prominent, followed by 'R', 'M', and 'A'. The 'T' is smaller and positioned to the right of the second 'A'. The overall style is artistic and informal.