

I n n V e n t a s

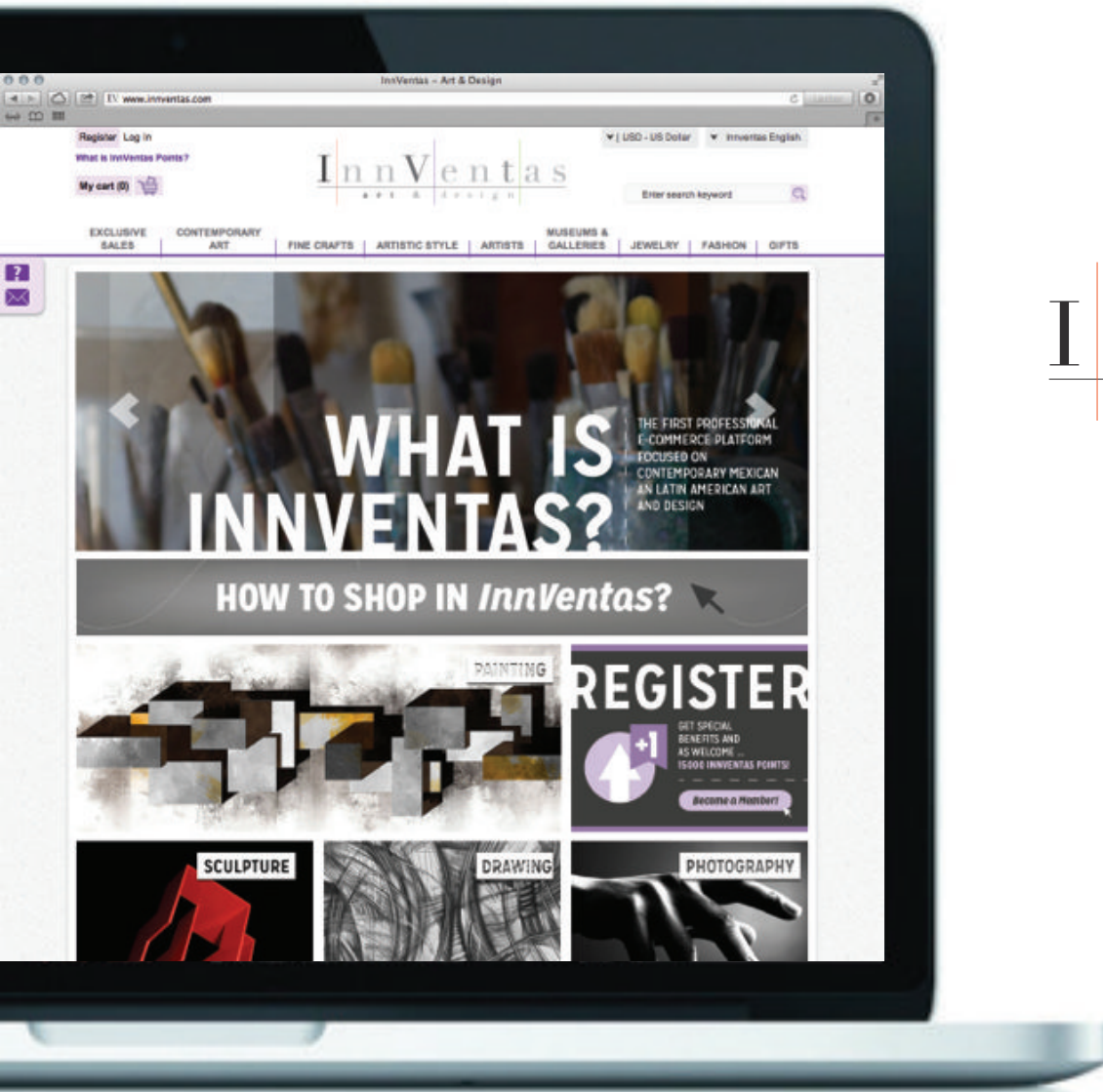
a r t e y d i s e ñ o

www.innventas.com

PRESSKIT

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InnVentas

arte y diseño

InnVentas is the first professional e-commerce platform focused on contemporary Mexican and Latin American art and design in Latin America, we seek to expand the market and appreciation of the original and certified work by talented contemporary Mexican and Latin American artists selected by expert curators.

HISTORY

The *InnVentas* idea was born in a place specially known for its innovative development, a college dorm. The room 527B in Village at Centennial Square at San Francisco State University is the place where InnVentas emerges as an e-commerce entrepreneurship project, inspired by a San Francisco and Silicon Valley culture of business innovation and technology coupled with long visits to the Stanford University Business School Library. Subsequently, the InnVentas idea matures with a focus on art, design and style in the room



G11 in Eliot House at Harvard University, the place where InnVentas begins to take shape as an innovative project related to Mexican and Latin American contemporary art.

InnVentas is a project that was born with the idea to democratize and revolutionize the art market and the luxury market in Mexico. We want to be a platform that is an ally of artists, designers and galleries. We want to support and strengthen the artistic talent through the dissemination and commercialization of art and design. Furthermore we want to show that e-commerce is strong, that it is the present and certainly the future.

LEADERSHIP



Rodrigo Blanco is an entrepreneur, passionate about art and technology. He is the founder and CEO of InnVentas, first professional e-commerce platform focused on contemporary Mexican and Latin American art and design in Latin America, as well as Founder and CEO of Blan-Corporation.

As an entrepreneur, his knowledge and experience in e-commerce and technology led him to develop targeted strategies to improve the economy of his country. He also likes to build relationships and partnerships that stimulate creative production and the diffusion of Mexican and Latin American contemporary art.

Rodrigo holds a bachelors degree in Business Administration and Information Systems from San Francisco State University and has attended Harvard University as a graduate student. In addition to closely follow trends in the Internet industry to boost e-commerce initiatives in Mexico even beyond art, his commitment is to promote the Internet industry and the Latin American entrepreneurship ecosystem.

STATISTICS

Mexico is one of the top 10 countries in the world that have the highest cultural offer and diversity.



36% of art buyers are in the largest cities: Mexico City, Monterrey and Guadalajara.

The remaining **64%** is out of them.

80% of distribution channels (those who sell art as art galleries or outdoor markets) are concentrated in large cities.



InnVentas estimates the art market in Mexico represents **\$ 132 million dollars**



45.1 million
Internet users in Mexico (2012)
-AMIPCI



34.5 Billion USD
Total E-Commerce expenditure in LATAM
- *America Economia*

Google

2 million |

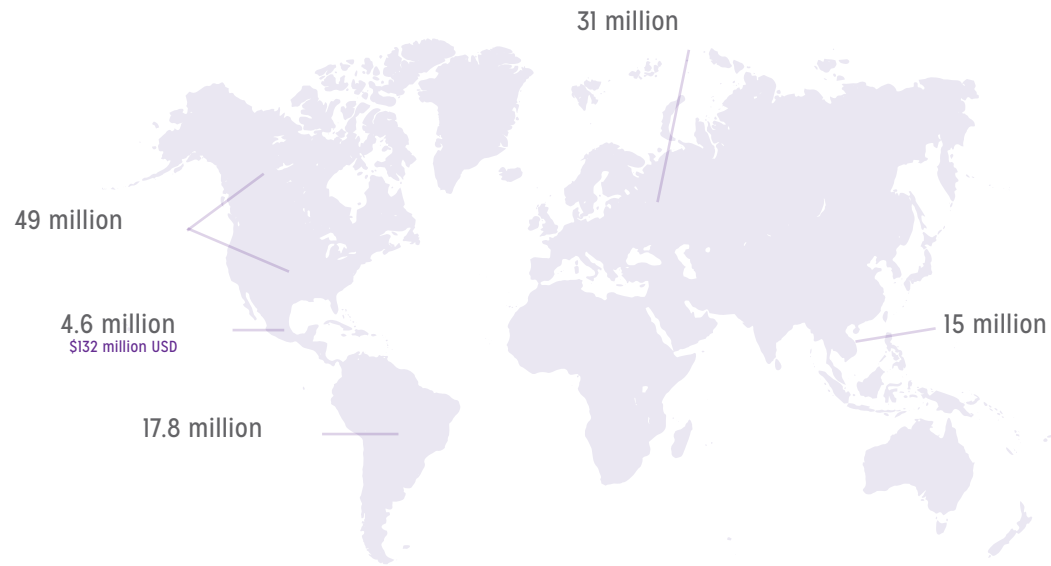
Monthly searches related to art in Mexico (*Google*)



22.6 million
Monthly searches in spanish related to Art

26%
Directly related to sale / purchase of Art





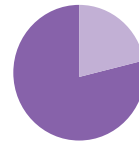
117 million people interested in Art and Design in Mexico, LATAM, North America, Europe and Asia.



\$ 5,000 million USD Mexico exports of creative goods, especially contemporary art. -*United Nations Conference on Trade and Development.*



People more interested in buying art: entrepreneurs, doctors, lawyers, engineers and people that have nothing to do with art -**CNN Mexico**

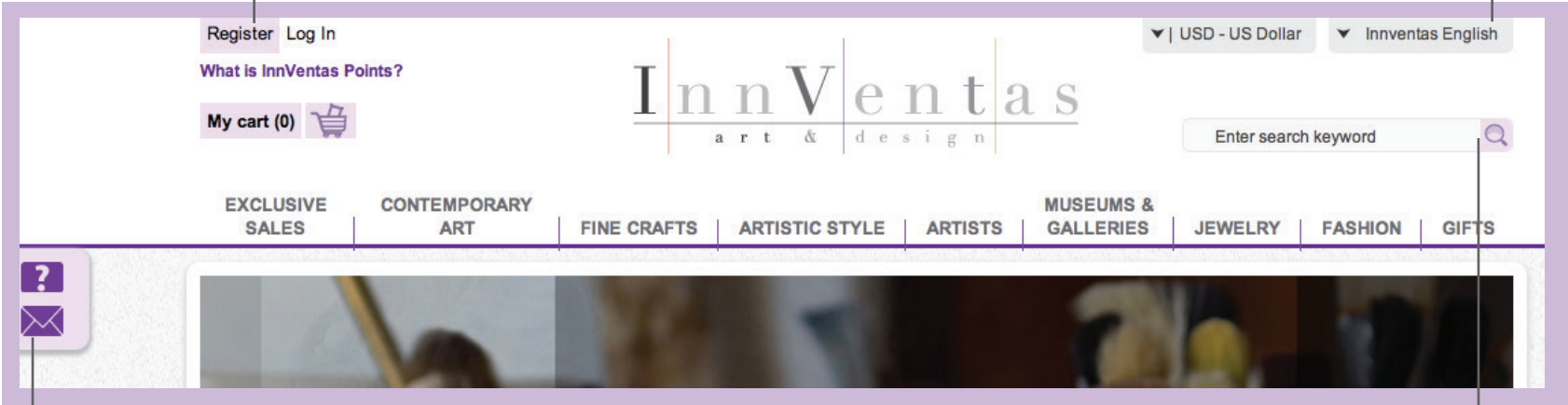


7.2 million
Potential art market consumers in Mexico

INNVENTAS QUICK GUIDE

The user can register and view general information about their account and the contents of their shopping cart.

We are a Mexican website, but with a global vision, if the visitor comes from another country, the language and currency options change automatically.



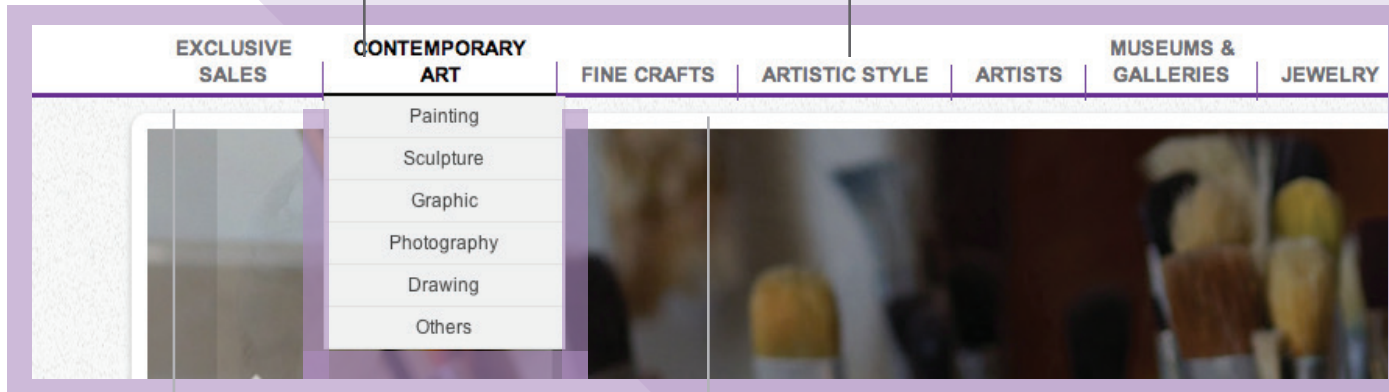
Always visible, these buttons allow the user to request help or to contact InnVentas at any time.

Some visitors search for a specific artwork or artist, here they can find it quickly.

MENU

Our essence, here are the artworks of different Mexican and Latin American contemporary artists, a catalog that is constantly growing and divided into ...

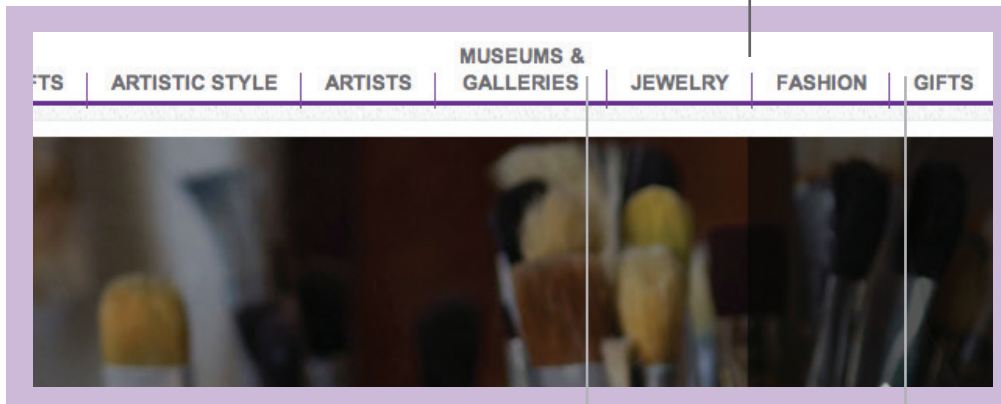
Collectors and investors who like a particular art style or are fans of an artist, can find all the work divided by these criteria, through these sections. We make it easy to find what interests you, and we offer various options to achieve this.



Besides having special sales for registered users, clients will also be able to participate in special benefit sales organized by InnVentas to support charitable causes.

InnVentas is also a space for the talent of Mexican and Latin American artisans, and users can find it in this section.

InnVentas is also a space for design, in this section you can find exclusive works of mexican artists and designers that you can wear and carry around.



MENU

InnVentas is an ally of traditional museums and galleries, because we offer their artwork to all Mexico and the world, here you can see the pieces offered through our site.

Art is appreciated, and it is also an investment, that makes it an excellent gift, whether it is for a friend, family member or a co-worker, without leaving behind corporate gift packages.

In one minutes we show how easy it is to buy in InnVentas.

HOW TO SHOP IN *InnVentas*?

PAINTING

REGISTER

GET SPECIAL BENEFITS AND AS WELCOME ...
15000 INNVENTAS POINTS!

Become a Member!

SCULPTURE

DRAWING

PHOTOGRAPHY

Enter straight to appreciate artwork for its category as artistic expression.

Registered users have access to special sales and to the InnVentas loyalty program in which you accumulate points that can be used like cash in InnVentas or to support charitable causes.

InnVentas is secure, we have implemented technologies to protect the data of our users, we have safe payment certificates with the best e-commerce standards.

Our users are looking for original and certified artworks, InnVentas guarantees each of the works we sell, and most are carefully selected by an expert team of curators.

INNVENTAS SALES VALUES AND WARRANTY

The screenshot shows the footer of the InnVentas website. At the top, there is a light purple bar with six icons and labels: a padlock for 'SECURE SHOPPING', a star for 'CERTIFIED PIECES', a seal for 'GUARANTEE OF AUTHENTICITY', a plus sign for 'INNVENTAS POINTS', a book for 'LIMITED EDITIONS', and a box for 'INTERNATIONAL SHIPPING'. Below this is a dark grey navigation bar with links: 'ABOUT US', 'CUSTOMER CARE', 'SELL WITH US', 'SPECIAL PURCHASES', and 'CONTACT US'. The main footer area is divided into three columns. The left column is titled 'ART APPRECIATION' and features a 'BLOG' section with a thumbnail, the text 'BLOG EDITORIAL' and 'Conoce más sobre el arte mexicano y latinoamericano, además de cómo invertir en él o coleccionarlo.', and a 'Show More' button. Below the blog is a 'SIGN UP FOR OUR NEWSLETTER:' section with an input field and a 'SUBSCRIBE' button. The middle column is titled 'SOCIAL MEDIA' and contains icons for Facebook, Twitter, Pinterest, YouTube, and Google+. Below the icons is a 'PRESS' section with a quote: '"InnVentas is a Mexican start-up, which is based on an innovative model that takes the sale of Mexican and Latin-American contemporary art and design to the Internet"' and the name '- BLAN CORPORATION'. The right column is titled 'CONTACT US' and includes an email icon with 'Send us an e-mail', a phone icon with '55-5512-5745', and a concierge icon with 'Concierge InnVentas'. At the bottom right of the footer is a 'Conectado - De click para chatear' button.

We also have a blog! Where we seek to create a space that promotes appreciation and investment in mexican and

If our clients need help selecting an artwork, questions about art styles or want personal attention, we have the InnVentas consierge to assist them.


The main image viewer allows to view the complete artwork and zoom to appreciate extra details.

Each additional image allows to appreciate different angles and details of each piece, some even include videos that provide an opportunity to learn more about the work.

Brief profile of the author of the artwork for sale.

ARTWORK DETAIL

Home >> Contemporary Art >> Sculpture >> **Tonatiuh rojo**







Carlos Agustin
One of the best mexican contemporary sculptors. His creations are breathtaking and geometrically beautiful. The work of Carlos Agustin has several character stamps in their anatomy; radical geometries and staggered harmonies.


Tonatiuh rojo
2012
Carbon Steel
38 x 33 x 21 cm.
Artist Collection
21 pieces






A work of natural signs that have succumbed to the mathematical synthesis of its creator, in an eloquent eagerness of syncretic works on vector arrays that concrete an amazing sculpture.

View more ▶

 **\$3,397.50 USD**
Qty: 1
ADD TO CART 
Wishlist 


 **WE SHIP WORLDWIDE**


Put the mouse on the image to see a better detail of the artwork. 

  0  0  0 

When a user finds something he likes in InnVentas and want to buy it, this button is the start of the process.

HOW TO BUY IN INNVENTAS?

1  **ADD TO CART**


\$12345.00
CANT: 1
ADD TO CART 

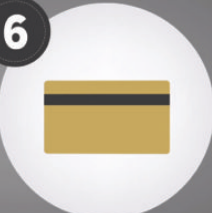
2 **LOG IN**
Mail: rodrigo@innventas.com
Password: ●●●●●●
LOG IN

3 **ENTER YOUR INFO**
Name: Rodrigo ✓
Last name: Blanco ✓
Adress: 135 w2rd St. ✓
City: Mexico City ✓
NEXT

AND CHOOSE YOUR SHIPPING METHOD 

4 **CHOOSE YOUR PAYMENT METHOD**
DineroMail
PayPal
VISA
SAFETYPAY

5 **CONFIRM ORDER DETAILS**

CHECK OUT

6 **MAKE YOUR PAYMENT** 



CONTACT

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a r t e y d i s e ñ o

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