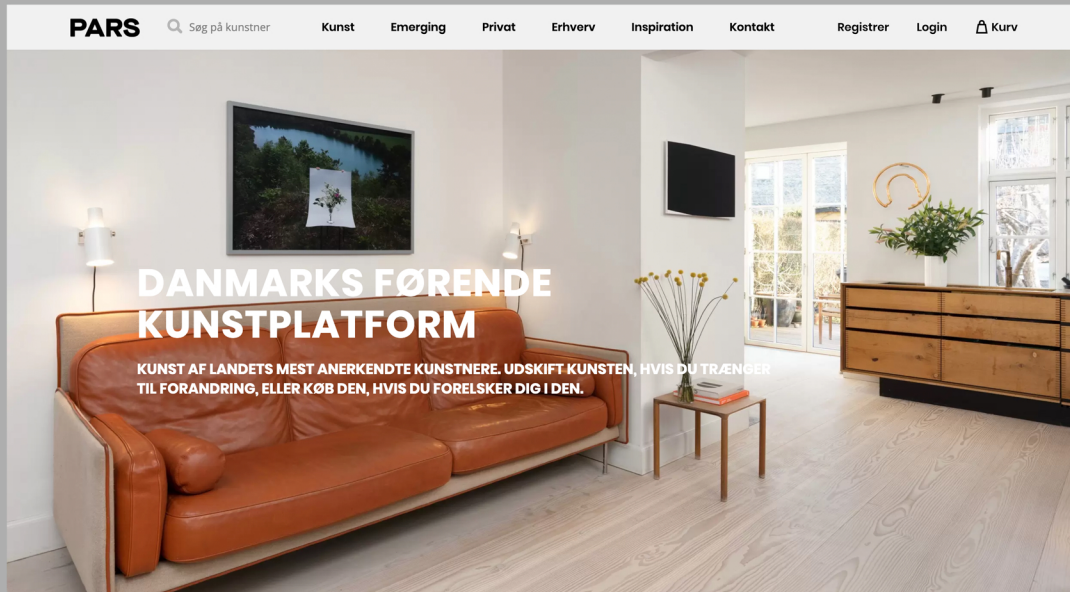


PARS



Background

Pars is latin for sharing. And sharing and making art widely available is the purpose of Pars.art. The vision was to create a platform where people as well as companies could rent artwork by established danish artists. You could say that Pars wanted to be for the art world what Spotify is to the music business.

To realize this vision, the initial founder needed a strong digital partner to make the concept come to life. He found that partner in Ovdal, who has a proven track record in designing and developing business critical, tech driven innovation - from idea to final app store submission.

Solution

Ovdal took on the project, as development house and as an investor and partner of business development. The result has been very well received and today Pars.art offers a platform where you can rent (and buy) art from no less than 100 leading danish artists.

In addition to the core function of Pars.art we have also launched exciting new services as "Pars Emerging" which supports promising young talents from the danish art academies and "Pars Performance" where you can book leading performance artists for company events.

If you are an art lover, you should definitely check out Pars.art. Whether you prefer paintings, photo art, sculptures, prints or even installations, chances are we might have something for you.

Contact

It you want to learn more about this Case, or perhaps maybe you have a new project or startup that needs a strong digital partner? Then don't hesitate to contact Mathias Ovdal on mobile 26 30 35 15 or via mathias@ovdal.dk