



## PRESS RELEASE

### Introducing a new way to buy art

**I Heart Your Work Art Futures** is excited to announce an innovative collaboration with internationally celebrated, Toronto-based contemporary artist Luis Jacob. Luis's project, [Veronica](#), is a pilot for a new approach to art production and patronage.

**I Heart Your Work Art Futures** is a new venture that brings together high calibre established and emerging contemporary artists with forward thinking art lovers to support the production of boundary-pushing new art: art that might not be possible within the traditional market construct.

Unlike in the traditional art market, **I Heart Your Work Art Futures do not go into production until the edition is sold. By buying Art Futures, art lovers are making art happen.**

This quasi-“kickstarter” approach to art patronage gives participating artists a unique opportunity to exercise their creative vision in a different context, and on a different scale. And it gives art buyers an opportunity to own exclusive artworks by artists whose work would typically be out of reach due to scale or price.

Luis Jacob says **"I am really excited to be working with 'I Heart Your Work', and its innovative model of patron-collectors who enable the production of new works of art. Veronica is a special project for me, one that further develops my ongoing search for a living work of art."**

This concept will not appeal to all art-buyers. Many people will be uncomfortable with the idea of buying work that they haven't seen; buying an art future requires taking a risk and placing one's trust in the creative vision of the artist. **Buyers of Art Futures see value in not just buying an artwork, but investing in an artist.**

The Art Futures buyer supports the complete artwork production process, of which the finished artwork is merely the end result. Buyers will have an opportunity to visit the artist in studio while their edition is in production, and will have a story to tell with every work they buy. The artwork they receive will not be simply a print or multiple that is run off a press. Art Futures are editioned artworks, each one finished by the artist's hand. Each piece is a complete art object with no need for mounting, framing or additional structure.

I Heart Your Work's pilot project launches this concept in partnership with one of the most diversely talented and critically engaged artists practicing today: Luis Jacob is an internationally celebrated artist. His work is included in the permanent collections of the National Gallery of Canada, the Solomon R. Guggenheim Museum in New York, and the Museum der Moderne Salzburg. [Veronica](#), the project he has conceived for I Heart Your Work, is emblematic of his practice and will be nothing short of stunning.

Examples of Luis' previous work are shown at [iheartyourwork.com](http://iheartyourwork.com), along with a description of his [Veronica](#) project. More specific information about the [Veronica](#) edition, including an image of the work in progress, is available on request.

In coming months we will be announcing a slate of very exciting artists, with whom we have been developing Art Futures project concepts. Edition sizes will vary from 12 to 20, prices vary from \$600 to \$1200 (+tax and shipping).

For more information visit [iheartyourwork.com](http://iheartyourwork.com) or contact:  
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