

Young Collector Eugenio Re Rebaudengo Turns Digital Entrepreneur with ARTUNER



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Eugenio Re Rebaudengo will launch his digital venture ARTUNER on October 12, 2013, ahead of London's busiest art week of the year.

The digital platform will function like a virtual commercial gallery, with a series of curated exhibitions. The inaugural show gathers a series of prints by Italian photographer Luigi Ghirri, who has enjoyed a posthumous popularity of late, heralded by this year's retrospective at MAXXI in Rome. The show is curated by photography expert Filippo Maggia.

Born into one of Italy's most prominent collecting families, best known for their Fondazione Sandretto Re Rebaudengo in Turin, Re Rebaudengo certainly has a head start. And as a member of the Tate Young Patrons Ambassador Group and Whitechapel First Futures Committee, he has ample access to some of the collectors ARTUNER targets.

Although ARTUNER positions itself at the relatively affordable end of the market — in this exhibition, prints start at £2,000 — Re Rebaudengo hopes

that the project's scholarly aspect will allow it to find its place in the fiercely competitive world of online art sales, dominated by the likes of Artsy and Artspace.