ABOUT ARTNIGHT

COMPANY NAME & ADDRESS

ArtNight GmbH
Marburger Str. 14
10789 Berlin

FOUNDED

06.10.2016

MANAGEMENT

Aimie-Sarah Carstensen founder and CEO
David Neisinger founder and CEO

SECTOR

Entertainment/ Edutainment

POSITIONING

International online platform for creative experiences

WEBSITES

www.artnight.co.uk, www.artnight.com,
www.artnight.nl, www.artnight.fr, www.artnight.ch

COUNTRIES/MARKETS

ArtNight currently runs workshops in more than 65 cities in 6 countries:

Germany, Austria, Switzerland, the Netherlands, France and the UK

EMPLOYEES

50 in-office employees and over 250 artists all over Europe

BUSINESS MODEL

ArtNight sells tickets for creative painting parties that take place in bars & restaurants, as well as private events such as team events and hen parties
Artists are trained and licensed in ArtNight's own online academy
ArtNights are hosted in local bars and restaurants that benefit from new customers and food/beverage purchases

CURRENT CLIENT BASE

Over 100,000 customers have enjoyed an ArtNight workshop

FINANCING

Business Angels

INVESTORS

Some of our investors:

- Dr. Georg Kofler
- Heiko Rauch
- Florian Huber
- Sebastian von Johnston
- Mirko Meurer

UNIQUE SELLING POINTS

Entertaining, Educational & Creative Experiences

As we try to offer the best possible experience to our guests we use comprehensive data analysis tools to continuously evolve and develop our events.

Motivated Artists

At ArtNight, we want to give our artists the opportunity to turn their passion into their profession while still earning a stable income.

Specially selected and unique locations

Each local artist knows their area the best and is thus able to scout suitable bars & restaurants to host ArtNights in.

NEW VERTICALS

In addition to ArtNight we are developing further edutaining event platforms such as ShakeNight, BakeNight and PlantNight.

COMPANY PROFILE

ArtNight is an online platform for creative experiences. We believe everyone is an artist.

- ArtNights are online bookable art workshops that take place as entertaining events in local bars and restaurants.
- ArtNight brings people together to create new shared experiences in the urban jungle.
- ArtNight helps artists earn money with their talent and passion.
- The Berlin star-up success story is currently expanding throughout Europe - ArtNight launched in the UK in November 2018 and is now present in 8 cities.

Our vision

Building an international entertainment company with a portfolio of experience brands

Our mission

Bringing people together through local experiences.

ArtNight was founded by Aimie-Sarah Carstensen and David Neisinger.
The idea: An event concept for joint evenings full of creativity, art and exchange! Both Aimie and David are big city people; they love the hustle and bustle and the infinite possibilities a city offers. However, they had to realize how difficult it often is to meet new and interesting people in a relaxed atmosphere. ArtNight offers just that! ArtNight's event concept revolves around painting and always takes place in different bars and restaurants - currently in 65 cities in Germany, Austria, Switzerland, the Netherlands, France and the UK.

ArtNight creates evenings that will be remembered. Under the guidance of a local artist, the guests paint or draw their own artwork, which they can take home at the end of the night. As the creative juices start to flow, the guests can connect with the people around them and exchange ideas. ArtNight is all about creativity in good company - it's about having fun, perhaps rediscovering and unleashing long-forgotten talents. The ArtNights are always organized according to different themes and artistic periods: pop art like Warhol, expressionism based on Kandinsky, or abstract à la Jackson Pollock.

Bookings are made online, but the event itself is a completely offline experience. We want this to be a night that brings people together. A night where new friendships are made. A night that brings extra life to cafes, bars and restaurants. Nights that introduce guests to new and unique locations. Nights that allow artists to share their knowledge and earn a living. Nights that inspire imagination and creativity. Nights that uncover hidden creative talents. And nights that are simply fun.

Our team is motivated to further grow and expand ArtNight in 2019. Across the 6 countries we are currently in, we are constantly bringing ArtNight to new cities and increasing the number of events we host. In Germany, the ArtNight team is also launching new entertainment verticals such as ShakeNight, BakeNight and PlantNight.

About the Company:

In just two years after its founding, the Berlin-based startup ArtNight has managed to expand from its capital to 65 cities in Germany, Austria, Switzerland, the Netherlands, France and the UK. After launching in the UK in November 2018, we are now in 8 major UK cities: Leeds, Liverpool, London, Manchester, Newcastle, Reading, Sheffield, Southampton.

More than 100,000 participants have already attended an ArtNight; the network now includes more than 250 talented artists!

The business world rightly asks itself this question:
Who are the creators behind ArtNight? We are therefore delighted to introduce the founders Aimie-Sarah Carstensen and David Neisinger:

ABOUT AIMIE & DAVID

AIMIE-SARAH CARSTENSEN

Aimie comes from the beautiful area in Southern Germany known as the Swabian Alb. She completed a dual study in Mannheim and with the company Canon, this gave her first insights into the world of business. Her career led her to Axel Springer, where she was initially responsible for digital conferences and later for digital media cooperations. At the same time, Aimie managed to complete her Master of Arts in Economics and Politics at the European University Viadrina - including a semester abroad in Ljubljana. After graduating, she moved to Bertelsmann as Head of Product to further develop her passion for business. There she set up her own platform for career orientation, which was later merged with another platform. She led a team of more than 25 employees and won several awards with the platform. In addition to this, Aimie founded the blog-azine FIELFALT - a voice for strong and committed women. To this day she still manages the successful and diverse blog-azine alongside the development and growth of ArtNight. In 2016, Aimie met David, with whom she developed the ArtNight concept and together they founded the start-up in September of 2016. In her spare time she can often be found at an ArtNight using this to meet new people, make new connections and to discover the world around her.

DAVID NEISINGER

David is a globetrotter: He grew up in Germany, Argentina, Poland and the USA. After graduating from WHU - Otto Beisheim School of Management with a bachelor's degree in Finance, Strategy & Entrepreneurship he moved to India.

There David quickly found his way into the Indian start-up scene. He set up two start-ups in Pune, including the e-commerce company eSupply. This was followed by an offer to enter a completely different market: Dubai! David didn't hesitate - he was attracted by the new challenge. In the Emirates, as Managing Director, he built up and expanded the beverage manufacturer MBG. His last stop abroad before returning to Germany took him to the USA. Here he also came across "social painting parties" for the first time: evenings where a group of people come together to exchange ideas in a relaxed atmosphere and revisit long-forgotten creative skills. Back in Germany, he was able to get his future co-founder Aimie on board. A decision was made: together they want to bring social painting to Germany and revolutionize the concept of being together and getting to know new people. In his spare time David visits his parents in Havana and likes to test new bars and restaurants for ArtNight.