

FACTSHEET ABOUT ARTNIGHT



COMPANY NAME & ADDRESS

ArtNight GmbH
Mariendorfer Damm 1
12099 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.com, www.artnight.de, www.artnight.ch,
www.artnight.nl, www.artnight.co.uk /
www.shakenight.com, www.bakenight.com,
www.plantnight.com

COUNTRIES/MARKETS

**ArtNight currently runs workshops in over 84 cities,
across 5 countries:**

Germany, Austria, Switzerland, the Netherlands and
the UK

EMPLOYEES

**more than 50 in-office employees and
over 300 artists across Europe**

BUSINESS MODEL

ArtNight sells tickets for creative painting parties which
take place in bars & restaurants, as well as private
events (eg. Team events, Hen parties, mall events &
Christmas parties).

The artists are trained and licensed in ArtNight's own
online academy.

ArtNight collaborates with local bars and restaurants,
as venues for the workshop events. Locations benefit
from new customers and additional turnover

PRESS CONTACT:

Leonie Seitz | leonie@artnight.com

CURRENT CLIENT BASE

Over 150,000 customers have already enjoyed an ArtNight workshop

FINANCING

Business Angels

INVESTORS

Some of our investors include:

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

UNIQUE SELLING POINTS

Entertaining, Educational & Creative Experiences

In order to offer the best possible experience to the guests, ArtNight uses comprehensive data analysis tools to continuously evolve and develop events.

Motivated Artists

ArtNight wants to give artists the opportunity to turn their passion into their profession, while still earning a stable income. In addition to this, the artists are part of the large ArtNight community

Specially selected and unique locations

Each artist knows their local area very well and, thus is able to scout suitable bars & restaurants, according to the style of their workshop.

NEW VERTICALS

In addition to ArtNight, the company is currently in the process of developing further entertainment-experience platforms, such as ShakeNight, BakeNight and PlantNight.

Other Event Verticals

SHAKENIGHT - BAKENIGHT - PLANTNIGHT



Today's society is characterised by an "Always-On" mentality, as well as a sense of loneliness. We want to bring people together again, in a real and interactive way through shared experiences. Whether its painting, cocktail-shaking, baking or even plant workshops, these special experiences will truly enrich your everyday life.

ShakeNight

ShakeNight is all about creating your own cocktails. We want to get people excited about high-quality cocktails and bring them closer to the other side of the bar. On a related note, we promote the exciting & diverse cocktail scene and create a stage for bars and bartenders to present themselves and their abilities to intrigued audiences. The best cocktails in the city are crafted with the guidance of experienced bartenders. Participants are invited into the sensational world of cocktails & spirits.

Website: www.shakenight.com

BakeNight

And if it's something culinary you're looking for, then BakeNight is the place for you. Working with selected bakeries & confectioners, BakeNight organises exciting workshops all about baking by hand. The expert bakers and confectioners will share all there is to know, thus creating unique experiences in their own bakeries. The participants will be able to bake their own sourdough bread, naked cakes & other delicacies. If there's an upcoming party or an evening with the girls, then macarons and eclairs would make a great addition. Of course, everything produced with BakeNight is baked with love and affection.

Website: www.bakenight.com

PlantNight

Something completely different & unique is PlantNight, which organises entertaining and informative plant & flower workshops. In this DIY-type experience, participants will create ideal accessories, like a wreath of fresh flowers, or create a modern macramé & creative terrariums for their homes. All this is to be expected at PlantNight, along with meeting new people in a cool location.

Website: www.plantnight.com

COMPANY PROFILE



ARTNIGHT IS AN ONLINE PLATFORM FOR CREATIVE EXPERIENCES

- ArtNights are entertaining art workshops, bookable online, which take place in local bars and restaurants.
- The Berlin-based start-up, 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 success story is currently expanding throughout Europe.

OUR VISION

Building an international entertainment company with a portfolio of experience brands

OUR MISSION

Bring people together through local experiences.

ArtNight was founded by Aimie-Sarah Carstensen and David Neisinger.

The idea is to bring a brand concept to life, which involves shared evenings, full of creativity, art and interaction! 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 delivers exactly that! ArtNight's brand concept revolves around painting in a variety of different bars and restaurants and is currently operating in 84 cities throughout Germany, Austria, Switzerland, the Netherlands and the UK.

ArtNight creates evenings that will last long in the memory. With the guidance of a local artist, the guests paint or draw their own artwork, which can be taken home at the end of the evening. 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; whether it's pop art like Warhol, expressionism based on Kandinsky, or abstract à la Jackson Pollock.



Although bookings are made online, the event itself is a completely offline experience. We want this to be a night that brings people together without the input of devices. A night where new friendships are forged. 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 simply inspire enjoyment.

The team are truly motivated to expand ArtNight further and increase their presence in the five existing countries. In addition to new ArtNight cities in Germany, ArtNight plans to grow the new vertical formats, ShakeNight, BakeNight & PlantNight.

FOUNDER PROFILES

ABOUT AIMIE & DAVID

Within three years of its founding, Berlin-based start-up, ArtNight, has managed to expand from the capital to 84 cities in Germany, Austria, Switzerland, the Netherlands and the UK. Over 150,000 participants have already taken part in ArtNight, and now the operation includes over 300 talented artists! So the question still remains, who are the creators behind ArtNight? We would be delighted to introduce you to the founders, Aimie-Sarah Carstensen and David Neisinger.

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, which gave her an early insight 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 independent 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 that year. 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 true 'global citizen' : 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 relocated 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 as he was attracted by the prospect of a new challenge. In the United Arab Emirates, as Managing Director of MBG, a beverage manufacturer, he built it up and expanded it. His last stop abroad before returning to Germany took him to the USA. It was here that he came across "social painting parties" for the first time. During these evenings, groups of people would convene to exchange ideas in a relaxed atmosphere and rediscover their 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 would bring social painting to Germany and revolutionise 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.