



## A time for change : Introducing LATITUDES Online

**LATITUDES  
ONLINE**

LATITUDES Online is a platform for collectors to connect with artists, galleries & curators from Africa.

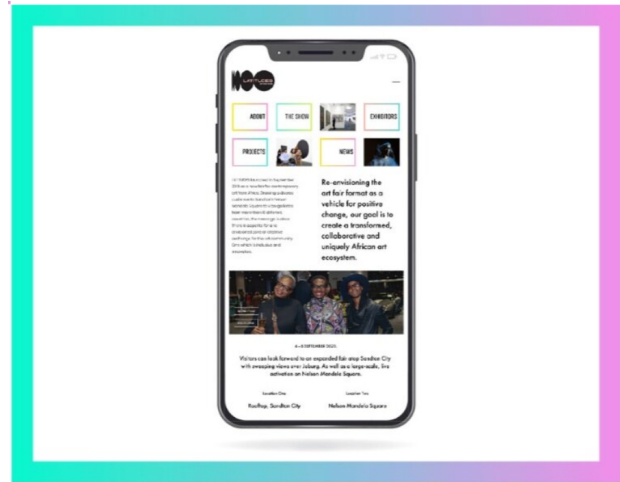
It's no longer 'if' or 'when' but 'now'. COVID-19 has caused unprecedented disruption, and forced us to reassess and adapt in previously unimaginable ways. The impact on the art world has been confirmed with many art galleries, museums, fairs and biennials temporarily closing their doors. In proactive response, LATITUDES is launching a curated, virtual platform as a sustainable and safe means to bring together buyers and sellers of contemporary art from Africa and the diaspora. LATITUDES Online will operate year-round and across the breadth of the global art market, while our physical platform, LATITUDES Art Fair remains an annual event on the rooftop of Sandton City.





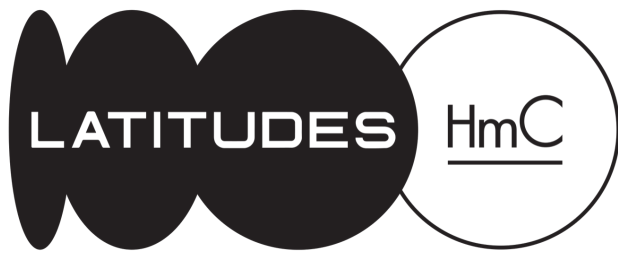
The platform is free to both buyers and sellers.

All content is curated according to qualitative and conceptual criteria.



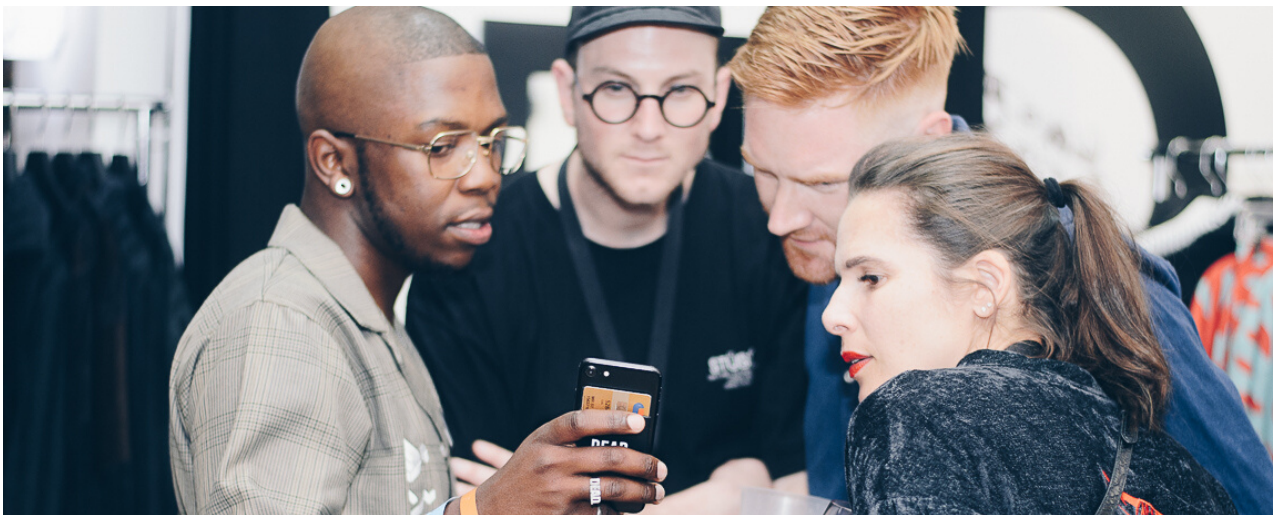
VISIT [LATITUDESARTFAIR.COM](https://latitudesartfair.com) FOR MORE INFO

For further information or imagery please contact:  
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LATITUDES partners with HmC Fair to launch free online marketplace for designers and makers

A free online platform.



Creativity is our new currency.

At LATITUDES we are passionate about supporting and cultivating the creative scene in Africa. Which is why, in an unprecedented collaboration, we have partnered with HmC Fair to create a free online marketplace for design entrepreneurs across the African continent. We believe this platform is well-timed to boost an industry that is currently under economic threat.

Curated content.  
Focused buying.

HmC Online is a sister platform to the LATITUDES Online. Both sites aim to strengthen our creative industry by sharing the work of African artists, designers and makers with the world. HmC is known and loved for showcasing the best of African creativity, and as such, the ideal partner for this ambitious endeavour.

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Nurturing small business innovation.

With the COVID-19 pandemic forcing us to slow down and become more mindful, we are soon going to see drastic changes in people's buying habits. Fewer, more meaningful purchases will become the norm, as consumers seek out craftsmanship, artistry and items of a bespoke quality. LATITUDES Online and HmC Online are therefore essential tools for showcasing African creativity – or as we like to call it, the new luxury.

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The partnership between HmC and LATITUDES will culminate in the two fairs taking place together, in what promises to be the ultimate celebration of creativity from the continent. Fair dates will be announced once South Africa is ready to welcome back large-scale events and we look forward to playing our part in reviving the creative economy.

For further information or imagery please contact:  
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