

THE LINE



THE LINE and Artsy Collaborate on Exhibition and Sale of Contemporary Art

THE LINE is pleased to announce its first official art partnership, an exhibition and sale with Artsy, the premier online resource for learning about and collecting art.

Launching on April 17th, a sale of works from Artsy's online collection will be available to collect via THELINE.COM and Artsy.net. The works will include contemporary artists such as [Lauren Seiden](#), [Sanda Iliescu](#), [Jeffrey Hoone](#), [Werner Bischof](#), [Nicholas Alan Cope](#), [Chip Hooper](#), [Do Ho Suh](#) and [Tony Scherman](#) ranging from photography to mixed media collage pieces sourced from Magnum Photos, Sculpture Center, Robert Mann Gallery, and more.

In addition to the online sale, The Apartment by THE LINE, THELINE.COM's brick-and-mortar retail experience located on 76 Greene Street in New York City's SoHo, will exhibit the works for six weeks, where they will also be available for visitors to purchase.

This exhibit is curated by Vanessa Traina and Morgan Wendelborn, co-founders of The Line, in collaboration with Christine Kuan and Rebecca Bronfein Raphael from Artsy. This is THE LINE's first fine art sale and inaugural venture into the art category adding to the brand's already existing quintessential fashion, beauty and home offering.

Visit THELINE.COM, Artsy.net and The Apartment by THE LINE to view and purchase the featured artworks.

For press inquiries, please contact:

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About THE LINE & The Apartment by THE LINE:

THELINE.COM is an online retail experience that provides quintessential fashion, home, and beauty products. The vision of THE LINE stems from the desire to pare back, strip down and pull together—the search for refined, versatile and honest goods.

Serving to inspire a lasting and emotional connection between modern consumers and the items in their everyday lives, the products are smart, versatile, and rich in meaning, and in turn, give meaning to the lives of its customers.

Curated by co-founders Vanessa Traina and Morgan Wendelborn, THE LINE features a mix of established favorites as well as emerging names in fashion, home, and beauty including Reed Krakoff, Christophe Lemaire, Pallas, JW Anderson, Protagonist; The Warehouse, Metropolis Modern, Jonathan Burden; Rodin, Jao, M.E. Skinlab, and more. What unites the items are their staying power, the intention of their making and how they work together in a carefully considered life.

The Apartment by The Line is a light-filled aerie on SoHo's Greene Street—a space where the refined, versatile and honest goods THELINE.COM has discovered come together.

About Artsy:

Artsy is the leading resource for learning about and collecting art. Artsy provides free access via its website ([Artsy.net](https://www.artsy.net)) and iPhone app to international exhibitions, museum collections, gallery listings, art fairs, curated sales, and benefit auctions. It currently features 125,000 images of art and architecture by 25,000 artists from 1,800 leading galleries and 230 museums and institutions. Artsy's encyclopedic collection spans historical works, such as the [Rosetta Stone](#) and [the Colosseum](#), to modern and contemporary works by artists such as [Pablo Picasso](#), [Willem de Kooning](#), [Richard Serra](#), [Lucien Smith](#), [Sarah Lucas](#), and [Cindy Sherman](#). Powered by The Art Genome Project®, a classification system that maps the connections between artists and artworks, Artsy fosters new generations of art lovers, museum-goers, patrons, and collectors.