



## Unseen

The Grassroots Erotica Art Marketplace

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### What Is Unseen?

Unseen (<http://unseen.tv>) is a high-tech start-up that provides “a clean, well-lighted place” for erotica artists to share and sell their work directly to customers. It functions as a marketplace where artists and their potential customers meet, socialize and transact business. Unseen is not a content farm and does not produce nor commission any content: all the artwork is submitted by individual artists. Unseen embraces all legal forms of visual expression of human sexuality regardless of artistic medium, subject matter, or sexual orientation. The only restriction is the boundaries of U.S. and international laws.

Unseen’s idea is to capture and demystify a fraction of the adult Internet industry and put it in a space where neither artists nor visitors experience the degrading taboos that often accompany the subject of sexuality. After only 18 months online, Unseen boasts a 1,500-member community of artists (primarily from North America and Europe), 25,000 images and \$500,000 worth of art available for purchase.

Launched in March 2008, Unseen offers three monetization streams for artists. First, Unseen serves as an art hosting site, enabling artists to sell original pieces through their Unseen-hosted storefront. Second, coming in September 2009 the site will allow customers to order gallery-quality digital prints of their favorite pieces directly from the Unseen site. And finally, coming in early 2010 the site will offer the premium section alongside its free division, where viewers will pay a small monthly subscription fee. The artists will be empowered to determine in which section to publish their work.



Senga (Polish)  
Untitled, 2008  
Oil on canvas, 25x25 cm  
\$200



TheSmittenOne (American)  
Dine on My Hunger, 2008  
Inkjet print, 14x11 inch  
\$100

Unseen does not charge artists for uploading their work on the site. Its sole source of revenue is a 25-percent cut of sales, which is roughly half the standard rate for a brick-and-mortar gallery.

It is hard to ensure quality control in a free market. Unseen steers things a little by recommending certain galleries, which earns them a temporary spot on the front page. The other way for an image to bubble up to the front page is by automatically managed views ranking. The current five most viewed images are accessible immediately from the front page.

### Artist Profiles Available

**Mark Siddall**, a Toronto, Canada-based photographer, is one of Unseen's most popular artists. Recently he took time to answer a few questions and offered samples of his work for an in-depth profile of his talents and thoughts. View the entire profile [here](#).

Additional Artist's Profiles in a variety of media and styles available for submission and publishing upon request.

### Unseen's Technological Innovation

Tagging has been part of the World Wide Web experience since the early 2000s and is well familiar to users of social media Web sites. Unseen offers a powerful yet intuitive extension of this popular concept. It improves the regular tagging paradigm in two important ways: First, each tag isn't just associated with a particular gallery, it also has a **weight**. And second, tags can be added to a gallery by any user, not just the gallery's owner.

Whenever a user executes a search, the Unseen server employs proprietary algorithms to make small adjustments to tags' weights. Compounded over many user actions, this leads to the most efficient and self-maintaining mechanism for precise searches available on the Internet today.



r8r (American)  
Reclining Nude  
Acrylic on fabric on panel, 12x16 inch  
\$280



Mark Siddall (Canadian)  
Lips, 2009  
Inkjet print, 8x12 inch  
\$169



Mark Siddall (Canadian)  
Untitled, 2009  
Inkjet print, 18x12 inch  
\$169

## What Can I Buy and How Much Is It?

Original works of art and artist prints are available for purchase on Unseen ranging in price from \$25 to \$12,500. Some high value pieces are available for viewing and comment but left unavailable for sale at the artists' discretion.

In late 2009 Unseen will launch Site Prints, whereby visitors will be able to buy gallery-quality digital prints directly from the Unseen site. This will significantly expand the number of artworks available for purchase, as well as lower the average price point to under \$100.

### About Unseen

In 2008, Igor Urisman created Unseen to chase the dream of creating a "clean well-lighted place" for erotica artists to present and sell their own work. Ukrainian-born and trained as a mathematician and software engineer, he came up with the idea for Unseen about six years ago. Internet porn was generally not respected as an art form so Urisman's goal for Unseen was to capture and demystify a fraction of this \$10 billion a year industry.

### What else?

"I'm sure that there are people out there who will always go to the seedy porn sites," Urisman said. "And that's fine. I'm not out there to fight it. But for those who would rather work with a transparent, on-shore, proper US corporation, I want to create that infrastructure so people can go and do it. We think that human sexuality, as any deeply personal subject can only be successfully explored by artists, i.e. individuals. Hence, we're not a content farm. We are an infrastructure for individual artists to share, communicate and do business."



Chris Riccardo (American)  
Man Hands, 2008  
Clay with underglazes  
Not For Sale



Adam Vance (British)  
Untitled  
Inkjet print  
\$55