

USIA FACTS

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Maria João Vale. Photography.

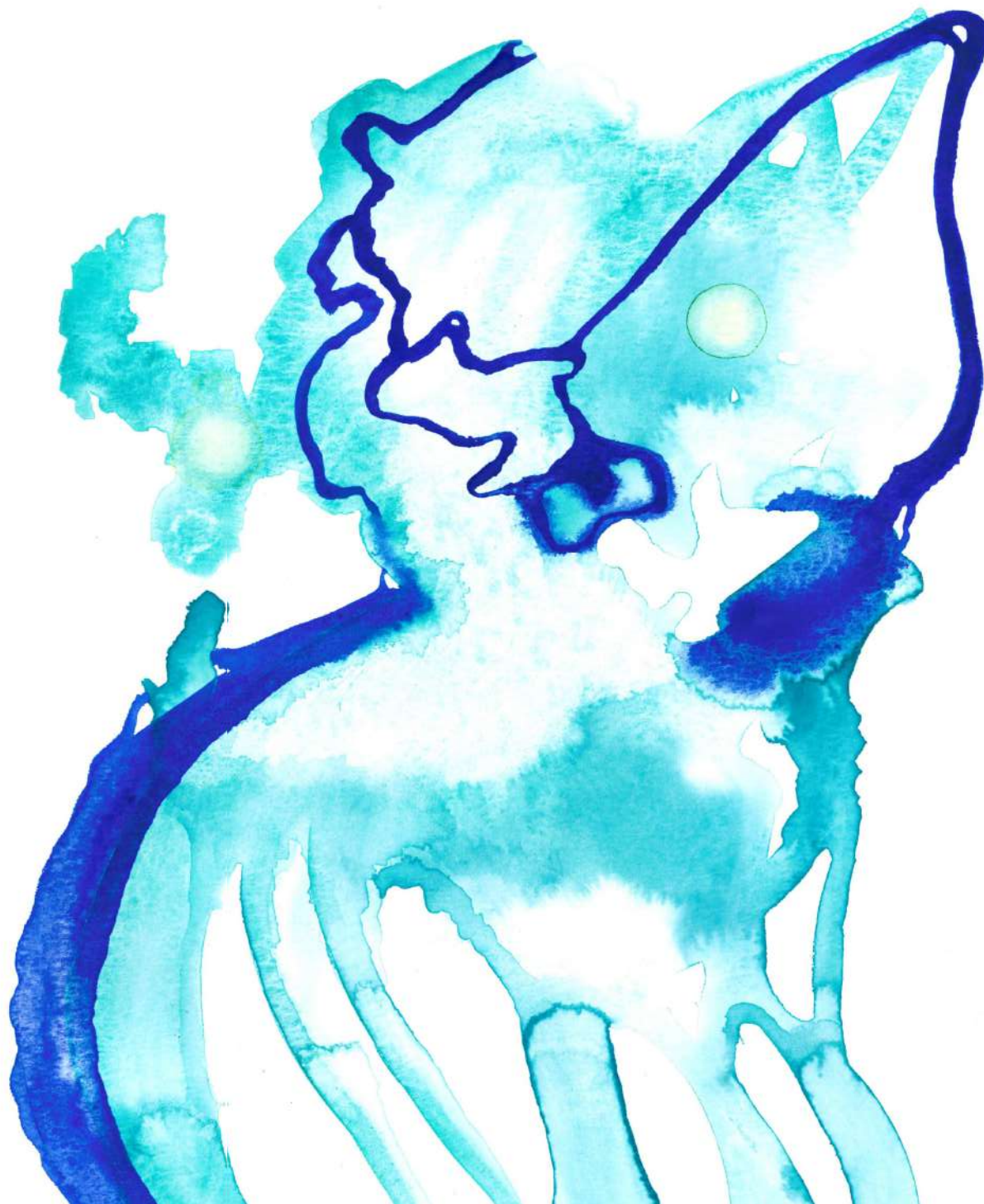


## THE STORY

USIA brand was founded in Lisbon, in 2009 by Francisco Lacerda. The brand United State of International Artists works with artists, partners and teams from Europe, Americas, Middle East, Africa and Asia.

Our talented team of artists has been pouring their creativity and expertise into every detail, ensuring that each piece not only meets but exceeds your expectations. The commitment to excellence and attention to detail have been paramount throughout the creative process. Our products are meticulously crafted by skilled artisans who take pride in their work. Every detail is considered, every stitch perfected, and every component scrutinized to ensure the highest standards of craftsmanship.

Ragnhild Engelsen Veim. Watercolor.



SINCE  
2009





Marc Sarkis Gulbenkian. Photography.



# THE NET-ZERO

USIA is anchored in fundamental principles that center on respect for human rights and climate change. We welcome clients and artists from any nation, location, language, religion, ethnic origin, gender or any other status.

To be net-zero, we must first reduce all possible emissions and compensate any residual emissions with carbon removal projects. On the road to net-zero emissions, USIA set short-term and long-term science-based targets. We take action to mitigate emissions within and beyond value chains and neutralise residual emissions. This is only possible through the permanent removal and storage of carbon from the atmosphere.

At USIA, we contribute 0.1% of our revenue to carbon removal. Removing CO<sub>2</sub> from the atmosphere is critical to counteract climate change, but the technology is currently lagging behind. A fraction of every purchase from USIA helps new carbon removal technologies scale. At UNITED STATE OF INTERNATIONAL ARTISTS, we believe businesses can play a critically important role in helping fight climate change. We're proud to fund next-generation carbon removal. USIA is part of Stripe Climate, a coalition of businesses accelerating carbon removal.

Cristina Albaker. Painting.







Catarina Camara. Photography.

## THE SERVICE

### **Art Media Relations**

We execute worldwide media relations campaigns inclusive of PR, B2B, broadcast opportunities, location shoots, digital and social media, presentation and media training, press trips, reputation management, interviews and brand partnerships, event management, UHNWI introductions, extensive research, data analytics and influencers.

### **GIA Gems and Diamonds**

USIA founder Francisco Lacerda only chooses the exclusive brand for diamond and gems certification of USIA worldwide clients GIA. The GIA lab reports represent the highest standard of reliability, consistency and integrity.

### **Luxury and Brand Partnerships**

Luxury and brand partnerships are mostly with non-exclusive and exclusive luxury brands, private art dealers, auction houses, art museums, art galleries, foundations, universities. Our immersion in the luxury sector allows us to create targeted partnerships to specific clients UHNWI.

### **Tailored Art Consultancy**

You can rely on USIA's expertise whether you wish to select works that reflect indisputable class in a hotel lobby or to fulfill your personal aesthetic. We believe these enhancements will elevate the overall aesthetic of your project and contribute to its success. We are committed to delivering artwork that not only meets but exceeds your vision.

### **Logistics and Exhibition Construction**

USIA provides a team of Art Handling Technicians who can expertly ship, package, frame, print or hang anything with exceptional care.

### **Private and Public Art Display**

USIA can help you source and commission artists to ensure that people are truly engaged with your project. Private and Public exhibitions of Contemporary Art.

### **Storage and Freeports**

USIA works with companies with a long record of excellence in specializing in works of art, fine wines, and valuable objects such as gold, diamonds, and books. In the case of Freeports, with the customs free deposit regime, our clients will benefit from the suspension of customs duties and taxes (VAT). This tax suspension will last until final importation into the country of destination.

### **Art Law & Cultural Property**

In partnership with world Elite Law Firms focused on art law and cultural property, USIA advises clients on the legal details regarding buying, selling, loaning, or lending against works of art and/or cultural and luxury objects.



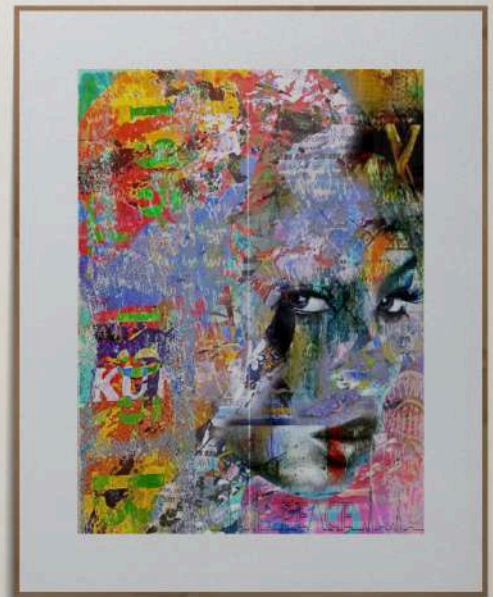


#### PAST EXHIBITIONS

Portugal  
Spain  
United Arab Emirates  
United States of America  
Qatar  
United Kingdom

#### FUTURE EXHIBITIONS

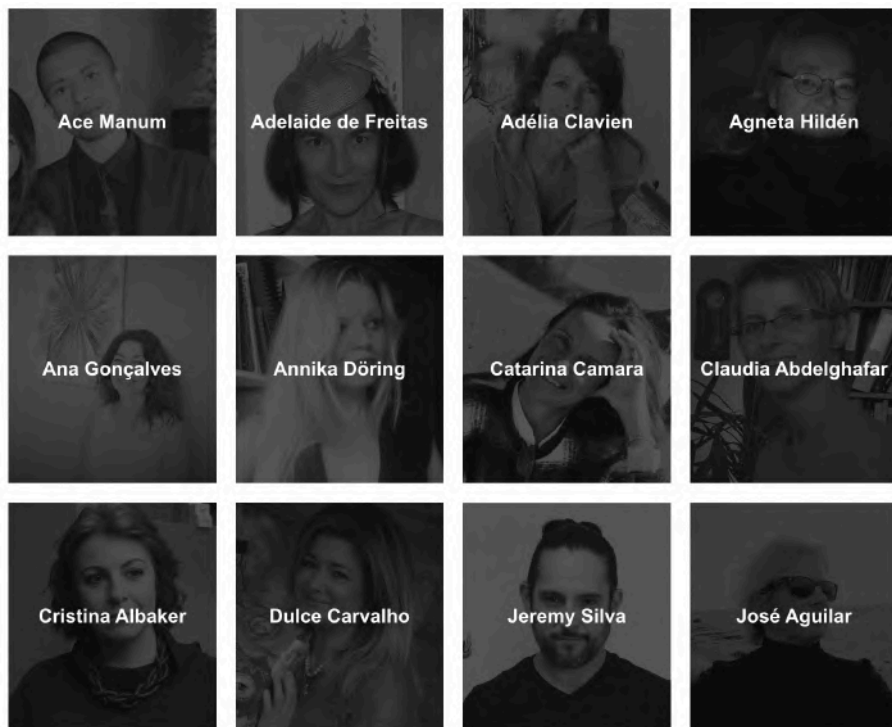
Singapore  
Japan  
Saudi Arabia  
Kuwait  
Oman  
India  
USA



Adélia Clavien. Painting and Photography.

USIA





## THE ARTISTS

Represented by the USIA, each artist brings a unique voice to the collective narrative, weaving a rich tapestry of color, texture, and emotion that captivates visitors and ignites the imagination.

Yet amidst the diversity of styles and mediums, there is a common thread that binds these artists together—their unwavering dedication to their craft and their shared commitment to using art as a means of connection and expression.

Embarking on the journey of art collecting offers an unparalleled opportunity to cultivate a deeper connection with creativity, culture, and expression. As one delves into the realm of art acquisition, they open doors to a world brimming with beauty, emotion, and storytelling.

For those considering the pursuit of art collecting, the benefits extend far beyond mere ownership of physical pieces. Each artwork holds within it a narrative, a glimpse into the artist's mind and soul, waiting to be unravelled and appreciated. Whether it's a striking painting, a captivating sculpture, or a thought-provoking photograph, every piece has the power to evoke emotion, provoke thought, and inspire introspection.

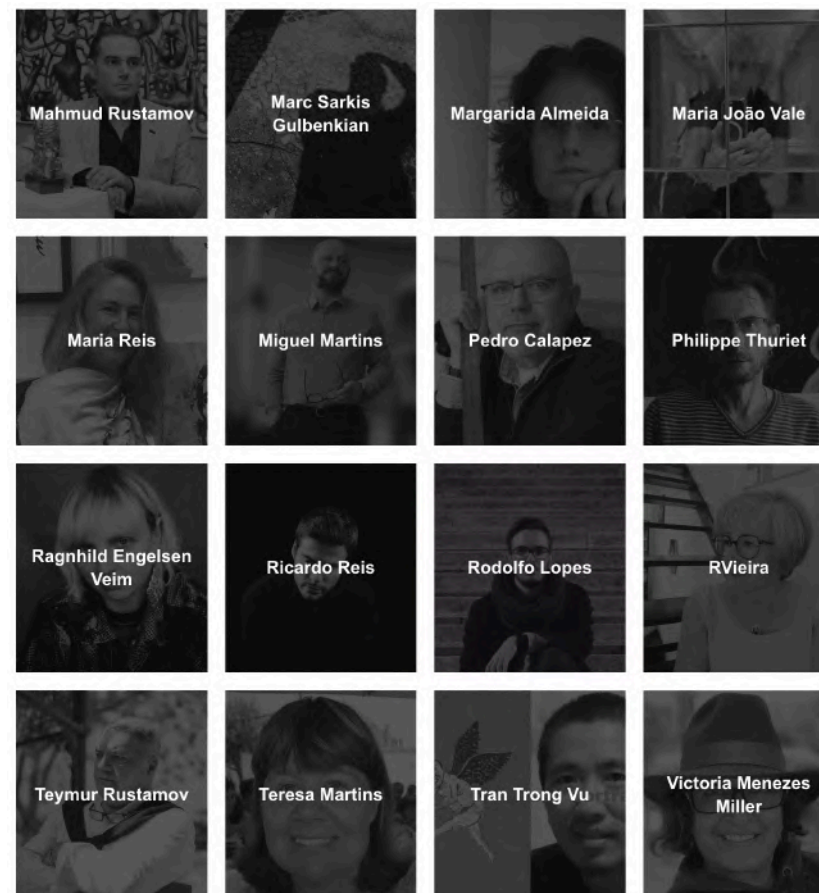
Beyond the intrinsic value of individual artworks lies the joy of curating a personal collection—a reflection of one's tastes, interests, and experiences. Each addition to the collection becomes a piece of a larger puzzle, contributing to a narrative that evolves over time. Whether one chooses to focus on a particular artist, style, or theme, the process of building a collection is a journey of self-discovery and exploration.

Moreover, art collecting offers a tangible connection to history, culture, and society. Through the artworks they acquire, collectors become custodians of heritage, preserving and celebrating the rich tapestry of human creativity for future generations. Whether it's a masterpiece from a renowned artist or a hidden gem from a rising talent, each acquisition becomes a part of a larger cultural conversation, shaping and enriching the world around us.

For those who appreciate beauty, value authenticity, and seek meaning in their surroundings, art collecting presents an unparalleled opportunity for enrichment and fulfillment. Whether one is a seasoned collector or embarking on their first acquisition, the journey of art collecting promises endless discovery, inspiration, and wonder.



Cultural Village Foundation, Katara.





Aurea Museum exhibition.





Cultural Village Foundation, Katara.



R. Vieira. Painting.



## THE PLACES

One of the most common partnerships in the art world is with dealers, museums, or galleries. These partnerships often involve collaborations on exhibitions, where USIA provides artworks for display, while the museum or gallery offers the venue and expertise. Such partnerships can enhance the visibility of artists, attract a broader audience, and facilitate the exchange of artistic ideas and knowledge.

USIA also uses corporate sponsorship of the arts in a partnership model, where businesses provide financial support in exchange for branding opportunities, community engagement, and cultural enrichment. USIA benefits from corporate sponsorships by receiving partial or total funding for exhibitions, events, or artist residencies, while corporate sponsors gain positive publicity, an enhanced brand image, and access to cultural initiatives that align with their values and objectives.

The collaboration between USIA and nonprofit organizations, such as cultural foundations or arts advocacy groups, can foster social impact and community development through the arts. These partnerships may involve joint fundraising efforts, outreach programs, or cultural initiatives aimed at promoting diversity, inclusion, and access to the arts. By working together, USIA and nonprofits can amplify their impact and address societal challenges through creative expression and cultural exchange.

#usiamodern

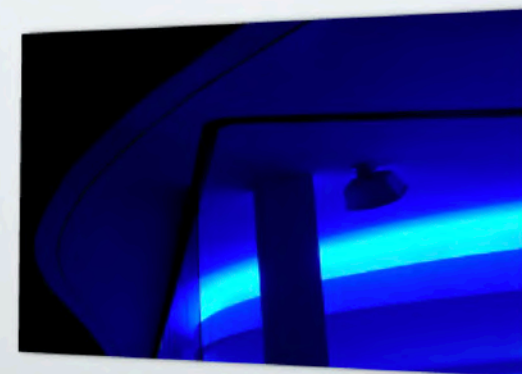




Ace Marum  
Adília Clavelin  
Annika Döring  
Catarina Camara  
Claudia Abdelghafar  
Cristina Altavak  
Dulce Carvalho  
Maria João Vale  
Margarida Almeida  
Mahmud Rustamov  
Miguel Martins  
Philippe Thuriot  
Ragnhild Engelsen Vem  
Ricardo Reis  
Rodolfo Lopes  
Teymur Rustamov  
Teresa Martins  
Tran Trong Vu  
Victória Meneses Miller

**VR1/2024**

Curated by Francisco Lacerda  
Participating venues: United States Of International Artists  
Production, Technical Support, Graphic Design United States Of International Artists  
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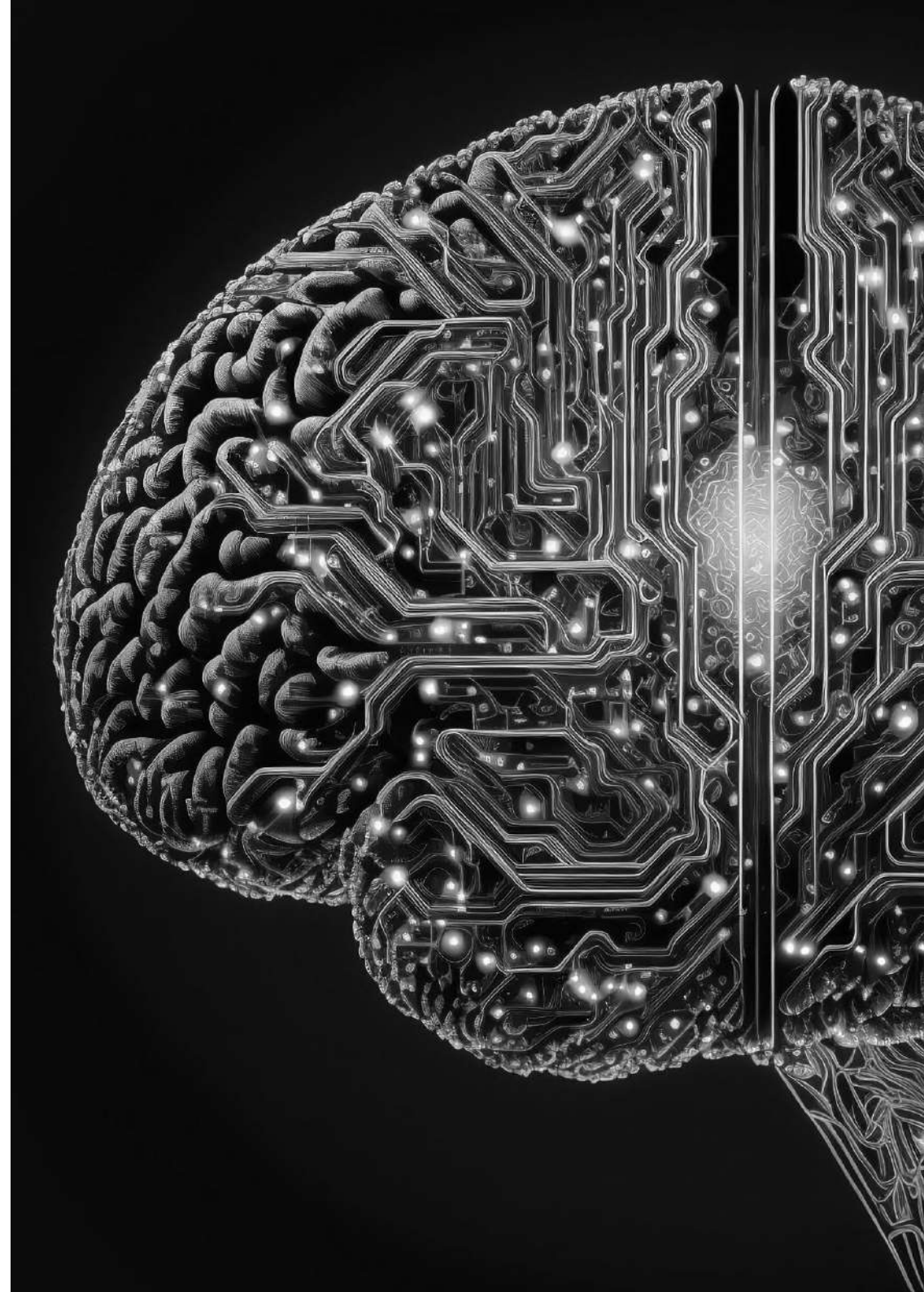


Metaverse exhibition. VR1

## THE EMERGENCE OF AI

At USIA, we proudly harness the transformative power of artificial intelligence to elevate every facet of our operations. By embracing cutting-edge AI technologies, we redefine the standard of innovation, efficiency, and excellence across our organization.

As we continue to explore the boundless possibilities of AI in the realm of art, USIA remains committed to pushing the boundaries of creativity and innovation. With AI as our guiding force, we're poised to redefine the art landscape, enriching lives and inspiring imaginations worldwide. Join us on this transformative journey, where art and AI converge to create a future brimming with possibility and wonder.





Mahmud Rustamov. Painting.

## THE MARKET

In 2023, the art market underwent a profound metamorphosis, influenced by a myriad of factors including economic climates, technological innovations, and cultural paradigms. Notably, Non-Fungible Tokens (NFTs) continued to redefine the landscape, offering digital artists unprecedented opportunities for monetization via blockchain technology. This phenomenon not only empowered creators but also prompted traditional institutions and collectors to engage with NFTs, igniting discussions surrounding ownership and authenticity.

In response to shifting preferences, galleries and auction houses embraced hybrid models that seamlessly melded physical exhibitions with online sales platforms. This adaptive approach not only broadened accessibility but also underscored the enduring importance of tangible art experiences.

Meanwhile, the integration of AI and data analytics played an increasingly pivotal role, influencing pricing strategies, trend analyses, and personalized recommendations for collectors. These sophisticated technologies empowered both artists and buyers with invaluable insights, enriching decision-making processes across the board.

Moreover, the rise of Virtual Reality (VR) and Augmented Reality (AR) technologies facilitated immersive art encounters, enabling viewers to engage with artworks in unprecedented ways. Blurring the boundaries between physical and virtual realms, these innovations expanded the horizons of artistic expression.

The findings from the Art Basel and UBS Survey of Global Collecting in 2023 shed light on prevailing trends. Dealers emerged as the primary channel for High Net Worth (HNW) collectors, with a significant proportion opting to purchase in person from galleries or premises. While art fair participation slightly decreased from the previous year, auctions remained a prominent avenue for collectors, reflecting the enduring allure of traditional sales formats.

Optimism pervaded the art market, with a substantial majority of HNW collectors expressing confidence in its performance over the ensuing months, outstripping sentiments towards the stock market. This buoyancy underscores the resilience and dynamism inherent in the art world, signaling a promising trajectory for the future.





EXPO Dubai 2020 exhibition.



Aurea Museum.





## THE EXHIBITIONS

Usia art exhibitions held in well-chosen locations can elevate the entire experience for both artists and visitors. The venue plays a crucial role in shaping the atmosphere, enhancing the presentation of artworks, and creating memorable encounters.

Displaying a contemporary art exhibition in heritage places represents a compelling intersection of past and present, tradition and innovation. It offers a unique opportunity to juxtapose contemporary artistic expressions with the historical, architectural, and cultural significance of heritage sites, creating dynamic dialogues and enriching experiences for visitors.





Aurea Museum.

## THE MAGAZINE

USIAReview it is a fresh and new cultural digital magazine, dedicated a cultured, refined, genteel, civilized, and cultivated audience. "The only magazine in the center of human creation".

USIAReview develops and hosts regular events, ranging from talks and screenings to launches and conferences. Also offers high-quality content and creative solutions to select global brand partners, including bespoke events. USIAReview brand it is made in Lisbon.

## THE PRESS

USIA is very thankful for every platform that promotes its events and artists around the world. Most of this include Broadcast Media, Print Media, Auction Houses, Museums, Hotels, Luxury Brands, Embassies, Cultural and Political Organizations, such as: Frieze Magazine, Singapore Art Museum, Christie's, Sotheby's, Heydar Aliyev Foundation, Google Arts, Baku Magazine, Embassy of Portugal in Qatar, Katara -The Cultural Village Foundation, Presidência da Republica Portuguesa, The Peninsula Qatar, Qatar Tribune, Gulf Times, Embassy of Ireland in Portugal, Sky Valet, AICEP, Instituto Camões, Tedx,RTP - Rádio e Televisão de Portugal, Diário de Notícias, Expresso, TSF, Jornal de Notícias, O Jogo, Cultura ao Minuto, University of Lisbon, Time Out, among many others.

11 março 2018 às 15h03

## Exposição "Words in Sight" revela trabalho da fotógrafa irlandesa Gillian Hyland

A exposição "Words in Sight", da fotógrafa irlandesa Gillian Hyland, vai ser inaugurada na Biblioteca Palácio Galveias, em Lisboa, na próxima quinta-feira, e constitui a primeira mostra individual da artista em Portugal.

DN

Lusa

## Diário de Notícias

### Qatar

## 'Transitory Art' shows wide artistic perspectives

Published: 20 Jan 2018 - 01:34 am | Last Updated: 01 Nov 2021 - 05:21 am



Katara's Human Resources Manager, Saif Al Dosary (centre), along with curator Francisco Lacerda and Pedro Laima of the Embassy of Portugal, tours the 'Transitory Art' exhibition during its launch on Wednesday.



Francisco Lacerda. Curator.

## THE MINDS

Francisco Lacerda is both artist and curator of contemporary art. A genuine passion for art is a driving force for curators. This passion fuels their commitment to promoting and preserving the cultural and artistic value of the works they curate. In summary, a successful art curator possesses a combination of artistic knowledge, organizational skills, effective communication, and a deep passion for art. These qualities enable Francisco to create exhibitions that not only showcase individual artworks but also convey a larger narrative or theme to the audience. He has held and participated in exhibitions together with other artists, around the world, such as: Rizon Jet, Four Seasons, Bulgari Hotel & Residences, Katara, Portugal Expo Dubai, Sky Valet and Hotusa Group. #FranciscoLacerda

The curator has a Accredited Jewelry Professional Diploma by GIA. Established in 1931, GIA is the world's foremost authority on diamonds, colored stones, and pearls. Any client of USIA can propose gems or a diamonds for certification at GIA lab. #GIA Francisco Lacerda has dedicated himself to the coverage of various artistic events and to the direction of the Portuguese magazine USIARReview, whose focus is the dissemination of world culture. #USIARReview When collaborating for the Hotusa group's art magazine Cooltura, he conducted interviews with artists like: Duane Michals; Steve McCurry; Albert Watson; Gerard Fromanger; John Akomfrah; Berndnaut Smilde; Julian Marshall and Pedro Calapez. #CoolturaEurostars

USIA relies on a team of writers, intellectuals, and art curators. They represent a dynamic and intellectually vibrant collective, bringing together diverse perspectives and expertise in the realms of literature, critical thinking, and the curation of artistic expression. They are key figures in the organization of our catalogues, exhibitions, clients and artists selection. A special thanks to:

Clara Pinto-Correia - Clara Pinto-Correia is a novelist, journalist and educator. She was an adjunct professor in Veterinary and Animal Sciences at the University of Massachusetts Amherst. She wrote a weekly column for the Portuguese newspaper Diário de Notícias.

Maria José Lourenço - Professor at the Department of Chemistry and Biochemistry, Faculty of Sciences of the University of Lisbon and member of the Centro de Química Estrutural.

Rui Jorge Agostinho - Professor at the Department of Physics, Faculty of Sciences of the University of Lisbon and member of Instituto de Astrofísica e Ciências do Espaço.

Abel Pena - Professor at the Faculty of Arts of the University of Lisbon; researcher at the Center for Classical Studies at the Faculty of Arts of the University of Lisbon; Vice-President of the European research network Le phénomène littéraire aux premiers siècles de notre ère; Coordinator of the Portuguese as a Foreign Language Exam Center, Faculty of Arts of Lisbon.

Luca Moncaleano Shiaron - Artist.

Carolina Moncaleano - Independent Art Curator.

Maria Jover - Art Curator (Hotusa).

Helena Jorreto - Art Director (Hotusa).

Abigail Lopez Enrech - Art Director (Hotusa).

Damien Arness-Dalton - Poet.





Padrão dos Descobrimentos.

For more information visit

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