

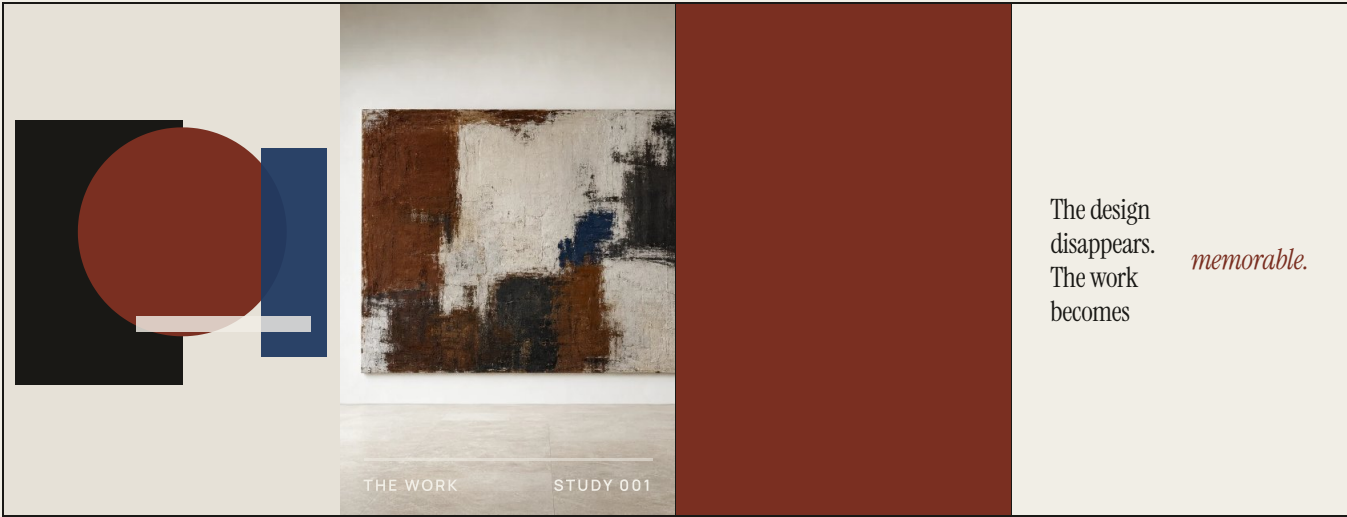
ARTIST WEBSITES · DIGITAL ARCHIVES · ONGOING CARE

A permanent home for *the work*.

Appesa designs, builds and maintains websites and digital archives for artists, estates and foundations. We organise the works, exhibitions, texts and press into one clear record — then keep it accurate as the practice moves.

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Everything else is *temporary.*

Instagram is a feed. An exhibition closes. An art fair moves on. Your website is the one place that permanently belongs to you.

Instagram

A FEED

Immediate, crowded, and always moving on. You do not own the room, the order, or the audience.

Gallery exhibition

SIX WEEKS

A finite moment in a borrowed room. When it closes, the record of it lives wherever someone thought to put it.

Art fair

FIVE DAYS

A brief encounter amid many others, and then a long silence.

Your website

PERMANENT

A home for the work, on your own terms. It holds everything the temporary things pass through.

You make the work. We look after *the rest.*

A living practice should never sit inside a neglected website. Send the studio one note; we make sure the record stays accurate, complete and well presented.

- **A new exhibition opens.** Dates, works, installation views and venue details are published – before the opening.
- **A museum acquires a work.** The collection credit and the artwork record are updated, and filed permanently.
- **A review is published.** The article joins your press record while it is still timely.
- **New work is ready.** Images, details and related series are presented with care.

Artists stay focused on making work.
Appesa looks after *the rest.*

One note is the whole interface. No dashboard to learn, no plugin to update, no yearly redesign to budget for – and no morning where you discover the site has been down for a week.

More than a *website.*

The visible product is a custom website.
The enduring value is clarity, continuity and
confidence at every important encounter.

01 Presentation

A restrained digital environment shaped around
the work — not around a template.

The design disappears. The work becomes memorable.

02 Discoverability

Current work, biography, exhibitions, press,
publications and contact details — clear, in a
single place.

One link, ready at the important moment.

03 Continuity

Exhibitions, acquisitions, new works and
reviews are kept current as the practice moves.

No stale pages. No lost opportunities.

04 Archive

Every meaningful record is organised into a
coherent history that grows more valuable over
time.

A career documented, not merely displayed.

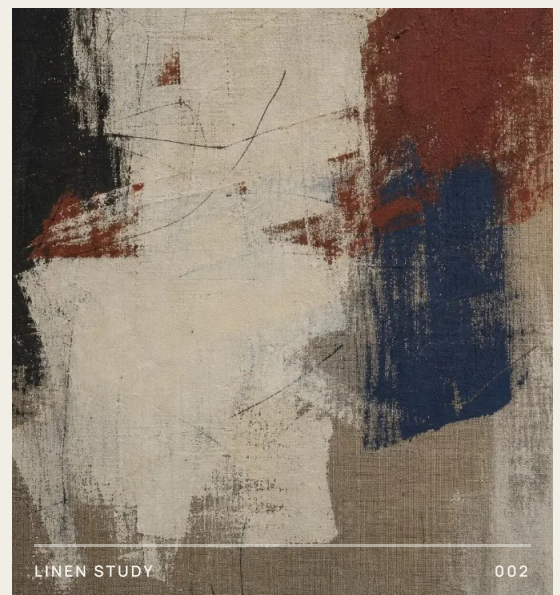
AN ARCHIVE THAT ACCRUES

The longer it lives, the more
valuable it becomes.

TODAY The practice is presented accurately, with
its essential record in one place.

IN 5 YEARS A coherent history of works, exhibitions,
texts and recognition.

IN 20 YEARS A durable record ready to support
scholarship, institutions and an estate.



LINEN STUDY

002

What you *get*.

— THE WEBSITE

- Art direction and a custom design, made for your work rather than adapted from a template
- A structure edited with you — what the site holds now, and what it will need to hold later
- Built responsive, fast, and accessible; correct on a phone, a laptop and a gallery screen
- Your own domain configured, secured and pointed at the finished site

— THE ARCHIVE

- Works, series, exhibitions, press, publications, biography and CV organised into one record
- Existing material migrated — whatever shape it arrives in
- High-resolution images held properly, with credits and captions attached

One fee covers the whole of it — the thinking, the design, the build, the migration of what you already have, and the first ninety days of care.

— THE CARE

- Hosting, backups, certificates and updates — handled, not billed as incidents
- Ongoing changes made on request: send a note, we publish
- **Ninety days of care included** from the day the site goes live
- A written handover, so you always know what you own and where it lives

— YOUR OWN ROOM

Every client gets a private page at **appesa.com/room** — the nine steps of the project, what is finished, what is waiting on you, and every document in one place. No password to remember: we email you a single-use link.

HOW LONG IT TAKES

Six to ten weeks, from first call to live.

The variable is never us — it is how quickly the material arrives. An artist with images, texts and a CV ready moves at the short end. We tell you what is outstanding at every step, so the answer to "where are we?" is always on the screen rather than in an inbox.

Nine steps, each with a *gate*.

A step never opens itself. The studio opens it, and only once the one thing that must be true is true. You always know which of us the work is with.

01 Where we'd begin

A written recap of the call and what we would do, within 24 hours.

02 Your agreement

A short letter, in plain language. Scope, fee, timing, what you own.

03 Let's begin

Onboarding opens once the letter is signed and the first payment has landed.

04 The direction

Art direction shown and agreed, once your materials are in hand.

05 We build

Design and development, once the direction is approved in writing.

06 Come and see

The first full draft, on a private staging link, with agreed rounds of change.

07 Your work has a home

Launch, once you have signed off.

08 Care and handover

The written handover, and care begins.

09 A few honest words

Two to four weeks after launch, we ask how it went.

Each of the nine is a page in your room, with its documents attached and its date recorded. Nothing lives only in an email.

TWO LINES WE NEVER CROSS

No building before the letter is signed and the first payment has landed. It protects you as much as us — it means nobody is working on guesses.

No going live before the balance is paid. Said plainly here so it is never a surprise in week nine.

Two ways in, one *retainer*.

No packages to decode and no hourly rate to watch. One fee for the work, one monthly figure to keep it alive.

Founding

THREE PLACES, THEN CLOSED

€3,600

+ VAT · ONE TIME

Worked on directly with Appesa's founder. The fee is held for as long as we look after the site. In return we ask for two things once it is live: permission to publish the project as a case study, and a few honest words.

Standard

ALWAYS AVAILABLE

€4,500

+ VAT · ONE TIME

The same work, the same care, no case study asked of you. This is the ordinary fee once the founding places are gone.

Care

FIRST 90 DAYS INCLUDED

€195

+ VAT · PER MONTH

Hosting, maintenance, security and ongoing updates. Cancel whenever you like — you keep the site and everything in it.

— HOW PAYMENT WORKS

- A first payment before any building begins — that is the gate on step three
- The balance before the site goes live — that is the gate on step eight
- Care is billed monthly, starting ninety days after launch
- All figures are exclusive of VAT

— NOT IN THE FEE

- Domain registration and its annual renewal — a few euros a year, in your name, in your account
- Third-party subscriptions, should you want one: commercial fonts, stock imagery, a scheduling tool
- Professional photography of the work, and translation beyond the languages we agree

THE FOUNDING EXCHANGE

€900 less, for two *honest things*.

Once the site is live we ask permission to publish it as a case study, and for a few honest words about the experience. That is the whole difference between the two figures above. If you would rather the project stayed private, take the standard fee — it is not a lesser service, and we will not raise it again.

What we *don't* do.

Worth reading before the call. If one of these is what you need, we will say so in the first ten minutes rather than the sixth week.

01 A site with nobody looking after it

We do not hand over a build and disappear. Care is not an upsell here; it is the reason the work holds up. If you want a one-off site to maintain yourself, a freelancer will serve you better and cost less.

02 A template with your name on it

There is no theme underneath this. That is why it takes weeks rather than days, and why it costs what it costs. If a good template would do the job, buy one — genuinely, it is the right answer for some practices.

03 Marketing, ads and social media

We build the permanent place your work lives and make sure it can be found. We do not run campaigns, buy audiences or manage your Instagram. Those are real disciplines and they are not ours.

04 Rush work

The roster is deliberately small — a handful of practices at a time, so each gets the attention it needs. We would rather tell you we cannot start until next month than start badly this one.

05 A dashboard for you to run

There is no admin panel to log into and no CMS to learn. You send us the new work and we publish it — usually the same week. That is a deliberate choice, not a missing feature: it is why the site never drifts out of date and never breaks after an update. If you would rather edit pages yourself, say so early and we will point you somewhere honest.

Fewer projects,
deeper *care*.

The website is how we begin the relationship, not the whole relationship. Everything above is a consequence of that one decision — including the parts that cost us work.

For everyone who looks you up *next*.

A collector after an opening. A curator researching a group show. A writer on deadline. Appesa makes the right material effortless to find.

01 Collectors

Understand the work and the trajectory behind it.

Current work · Exhibitions · Gallery contact

02 Curators & museums

Research a practice with confidence and precision.

Biography · Exhibition history · High-resolution images

03 Writers & editors

Find reliable context without chasing missing details.

Press · Publications · Image credits

04 Galleries

Work from an organised, current source of truth.

CV · Installation views · Artwork details

Your gallery does not need to chase you.
Everything is *already there*.



— NOT ONLY ARTISTS

The same care adapts to whoever holds the work — one artist, a family estate, a foundation looking after a legacy, a studio that needs one source of truth.

And the people behind Appesa build well beyond the arts: a national travel platform, a party game, an online shop, a phishing filter, two consumer apps. If your project is none of the above, it is probably still ours.

SEE THE RANGE · [APPESA.COM/GALLERY](https://appesa.com/gallery)

A quiet conversation *first.*

No prepared brief required. Tell us about the practice, the material you already have, and anything on the horizon — an exhibition, a publication, a deadline. Half an hour is usually enough to know whether this is right.

— USEFUL TO SHARE

- The artist, estate, foundation or studio the work is for
- The current website, archive or material you are working with
- Any exhibition, publication or deadline already on the horizon

If none of that is ready, write anyway. Most first notes are three lines.

WRITE TO THE STUDIO

studio@appesa.com

You will hear from the Appesa team — Theo and Talia. We answer in English or German, whichever you write in.

APPESA.COM

We would rather talk to five people this year and build five things *properly.*

