

# Picture this

“Photography is a great way to enter the art world, develop your personal taste and find early investment opportunities. No other medium is so essentially intertwined with today’s culture”

*Ellen Stone, Public Offerings Ltd*



“Whenever I discover a great new artistic talent in the world of photography, it’s a real ‘Eureka’ moment,” says Ellen Stone, the founder of photographic art agency Public Offerings Ltd. “It’s when you find someone who doesn’t just have aesthetic skills, but someone who is really trying to tell you something, either about themselves or the world they live in. That’s very powerful.”

After working across the art world for many years, Stone has enjoyed many such moments since founding Public Offerings Ltd in 2019. The agency’s double mission is to help artists showcase brilliant new photography, and collaborate and support emerging art collectors. “We wanted to elevate photography to its rightful place as a key part of art collecting,” she says. “Contemporary photography remains relatively unexplored with many collectors, particularly works by emerging voices from diverse backgrounds. We structured the agency to champion the uncelebrated side of photography, broaden the scope of artists’ representation and include fresh talents.”

While Public Offerings Ltd provides all its artists with traditional artistic agency services, the company prides itself

on its personal approach. “We’re really focused on the nurturing aspect of it,” explains Stone. “While it has to have to have commercial sense, it’s just as much about finding and supporting artistic expression. There are lots of people with talent who need help with art projects, finding partners, keeping their vision alive. Sometimes they just need to be told to keep going.”

For the emerging collector, Stone is keen to offer just as personal a service. “Photography is a great way to enter the art world, develop your personal taste and find early investment opportunities. We aim to be collaborative, to put artists and fans together, and to help build collections that really speak to them. We see that photography is not only one of the most accessible art forms out there, but also no other medium is so essentially intertwined with today’s culture. It is a key part of any art collection, and we are here to help collectors explore the medium.”

Public Offerings Ltd is challenging conventional approach to exhibition, artist liaison and the collectors served by the art world. “We’ve proved there is new talent out there and also interest,” says Stone. “That’s exciting to see.”

[www.public-offerings.com](http://www.public-offerings.com)