

Stay at a hotel for artmoney

T: +45 2425 1777
E: kraemmer@artmoney.org
www.artmoney.org

Artmoney is an art project that was started in 1997 by the Danish artist Lars Kræmmer. Artmoney is “notes” in 18 x 12 cm created by registered artmoney artists. An artmoney is an original, handmade, unique work of art.

The value of 1 artmoney is DKK 200, corresponding to approx. €27 or \$35. Artmoney is used as an alternative means of payment to purchase goods or services in artmoney shops all over the world. Today more than 1000 artists from 42 countries have joined artmoney, and almost 100 companies accept artmoney as means of payment. Artmoney can also be purchased via the web; go to www.artmoney.org.

- We heard about the artmoney project and thought that this was something we had to support. We find the whole thought behind the project very appealing. And at the same time, it gives us the opportunity to decorate an entire wall with all kinds of artmoney from all over the world here at Ibsens Hotel.

We’ve been astonished by the high quality and the many stories that hide behind the pictures. An artist from India donates all his earnings from his artmoney to a home for mentally disabled children. And another artist from Tanzania bought a laptop for his artmoney and started up a company, and today makes a living out of organizing safari trips. And yet others are renowned artists that usually exhibit their works at the posh galleries at Bredgade in Copenhagen.

We first bought 50 artmoney and hung them in the lobby at Ibsens Hotel. Over time, we have received a lot of new pieces. Our dream is that one day we’ll have such a big collection that we are able to decorate all the hotel rooms in our little hotel chain (Editor’s note: Arthur Hotels) with a lot of artmoney, CEO Kirsten Brøchner tells.

As the first hotel in the world, Ibsens Hotel accepts artmoney as a means of payment. Guests can pay up to 50 per cent of their stay with artmoney, and it is also possible to buy artmoney at the hotel.

- The meaning of the cooperation with Ibsens Hotel can only be understated. So far, artmoney has been marketable in several countries and has been used as payment for everything from visiting the dentist to the purchase of a house. But the participation of large companies has been scarce. As a well-established company, Ibsens Hotel in Copenhagen gives our creative currency an important endorsement. Their recognition of our currency is a large step towards the realization of an officially recognized alternative global art currency, Lars Kræmmer says.

