

TRASH OR TREASURE?

Following the 40-Year Tradition of TV Programs like *Antiques Roadshow*, Tech Start-Up [Mearto](#) Makes Art and Antique Collecting More Accessible with Innovative Online Appraisal Platform

TUESDAY, 21 MAY 2019

For Immediate Release

COPENHAGEN -- Now in its 40th year, [Antiques Roadshow](#) is one of the longest running television programs in history for good reason. Whether it's broadcasting the dramatic discovery of a long-lost masterpiece, gathering dust in an attic for decades, or delighting audiences with a gleeful sense of schadenfreude from watching a prized possession declared worthless, the program continues to inspire new generations of would-be art and antiques collectors.

[Mearto](#), an art market up-and-comer based in Copenhagen's trendy design district, wants to make the dream of discovering hidden treasure a more attainable reality. By combining new technology and data with the opinions of trusted specialists, Mearto brings the *Antiques Roadshow* experience* online and into the comfort of your own home.

Mearto offers low-cost, quick-turnaround online appraisals for art, antiques and collectibles. Customers submit images and information through the company's website. For just \$19 per item, an experienced specialist - often a regular from one of the many international programs styled after *Antiques Roadshow* - reviews and responds with a fair market valuation within 48 hours.

However, unlike most treasure-hunting programs, Mearto doesn't stop at the appraisal. The company offers authentication of potentially valuable works of art through comparative analysis, provenance research and, when necessary, high-tech imaging and materials testing. Through a recent [partnership with Invaluable](#), a leading online marketplace for art, it is also possible for Mearto customers to consign and sell their items through established auction houses with the click of a button.

The company has appraised more than 35,000 items, including jewelry, antique furniture, and works of art by Francis Bacon, Jean Michel Basquiat, Henri Matisse, Jeff Koons, Andy Warhol and many others, since its launch in 2015.

Mearto co-founder Johan Laidlaw said, "Our goal is to make appraisal, authentication and consignment - the whole process from start to finish - easier and more convenient for collectors. We hope that this will also create some transparency in the notoriously murky art market."

For more information, please visit: www.mearto.com or contact:

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*Mearto is in no way affiliated or associated with *Antiques Roadshow*, or any of its subsidiaries.