THE JAS ATHWAL COLLECTION

World-class art. A private London stage.

A personal fractional collection and an exclusive launch evening at The Art Lounge, Shoreditch

The QU4RTER

World-class art,
one Fraction at a time

Build a personal portfolio of Fractions linked to the value of authentic artworks. Follow your collection in the app and experience selected works in person at The Art Lounge.

Founded by Riley Riley

Former VP of Creative Strategy, Meta
Former Chief Creative Officer, WPP

The QU4RTER brings fractional collecting together with a physical members club in London.

The market opportunity

$59.6bn

Global art sales in 2025

Up 4% year on year, following two years of contraction.
Still below the 2022 peak.

ART INVESTMENT PLATFORMS

$1.08bn to $2.19bn

2026 estimate to 2030 forecast
19.4% compound annual growth

The forecast covers a broader platform market, including fractional ownership services.

Our opportunity: open world-class art to a wider audience, with Fractions from £500.

Sources: Art Basel & UBS (2026); The Business Research Company (September 2026).
Different market measures. The platform forecast is a third-party estimate, not an artwork-return or QU4RTER forecast.

Shared art. Real belonging.

Meta's mission

"Give people the power to build community and bring the world closer together."

The QU4RTER applies that belief to art: connect fans through fractional collecting, then bring them together at Art Lounge events.

AI makes art easier to understand

Marcus answers questions about artists and works. AI also supports education, creative production and development of the platform.

The club gives collecting a social life

Collectors meet around the art they care about. Private views and hosted evenings turn a digital collection into personal connections.

Our ambition: serve art fans globally with personal guidance and a community they can belong to.

The launch collection

99

works to choose from

Approximately £7 million
combined market valuation*

Banksy
Andy Warhol
Keith Haring
Jean-Michel Basquiat
David Hockney

Rare original and editioned works by some of the most recognisable artists in the world.

*The QU4RTER's indicative valuation of the referenced artworks. Subject to market movements.

The Art Lounge

A former chapel in Shoreditch

A members club for collectors in London's creative and tech epicentre, in the streets closely associated with Banksy's London story.

The Great Hall
Performance stage and main gallery

Three bars
Three private lounges and a VIP room

The private roof garden
Cocktails around the firepit

The glass-bottom cocktail pool
A spectacular view into the gallery below

The planned club brings art, architecture and private hospitality together under one roof.

The Jas Athwal Collection

A collection shaped around you

Choose your artists and works from the 99-work launch catalogue. We curate a personal fractional collection around your tastes, with each artwork visible in your app.

Your collection in the app

A single place to explore the works and follow your Fraction holdings.

Your collection brought to life

We arrange the physical display programme, with professional storage and insurance for the works secured for exhibition.

Your private launch evening

50–100 guests. The Art Lounge, exclusively yours for the evening.

A personal celebration or a corporate occasion for clients and partners, with selected works from your fractional collection displayed throughout the club.

The secret Banksy room

An intimate discovery of rare Banksy works, away from the main gallery.

New York underground

A studio installation bringing Warhol, Basquiat and Haring into one setting.

Hockney's California

An "underwater" environment inspired by California and Hockney's pool imagery.

Proposed installations. Final works, availability and exhibition arrangements to be agreed.

The entertainment

An evening hosted around your collection

Champagne reception
A welcome in the Great Hall

Live entertainment
A programme chosen with you

On-stage hosting and presentations
The stories behind your chosen works

Silver-service canapés or buffet
Complimentary bars throughout the evening

Guests leave with a curated gift bag and an invitation to explore The QU4RTER.

The proposal

£500,000

Your purchase of Fractions

+ £100,000

Additional Fractions from The QU4RTER

£600,000

Total fractional collection allocation Plus your private launch evening at The Art Lounge

Proposed allocation at agreed platform prices, not a guaranteed resale value.
Final terms, fees, event scope and date subject to agreement and completion of the venue.