



Greenhouse Auctions and Bidsquare Partner to Offer Collectors Best-in-Class Technology

Collaboration launches with 'Formation', live auction on April 24

April 22nd, 2021 (New York, NY) – Bidsquare and Greenhouse Auctions are pleased to announce a new partnership enabling Bidsquare to function as the bidding engine belying Greenhouse's online auction platform. Greenhouse will leverage Bidsquare's best-in-class online auction technology to streamline sale registration, bidding, and payments.

Greenhouse Auctions is a primary market auction platform, designed to connect buyers and sellers, provide a welcoming platform for new collectors, and empower underrepresented members of society. Indeed, proceeds from each auction are donated to support a scholarship fund for art history students in Historically Black Colleges and Universities through the Thurgood Marshall College Fund. A two-week period of early bidding precedes each live auction, in which lots close sequentially. Furthermore, Greenhouse supports online timed auctions in partnership with non-profit organizations. Bidsquare's platform is well-suited to support the range of bidding options available to Greenhouse's clients.

Following the success of Greenhouse's inaugural auction, 'Sourdough: artwork made during lockdown,' the first auction to benefit from the collaboration between the auction house and Bidsquare is 'Formation: Reimagining the body in contemporary culture.' The auction addresses the creative ways and innovative media—from sculpture to photographs, drawings, performance and paintings—in which artists have examined the body over this most unusual year. From hyperrealist portraiture to complete abstraction, the artists participating in this auction present a terrific overview to understand the intersection of mass, motion and soul we call the body. Bidding is available now at greenhouseauctions.net with lots closing on Saturday, April 24th, starting at 12pm ET.

Shlomi Rabi, CEO of Greenhouse Auctions, said “From the start, it was essential for Greenhouse Auctions to partner with a provider who prioritized a seamless client experience that closely mirrored our distinct vision and parameters, and Bidsquare was the perfect choice. As a marketplace founded by auction houses that span multiple regions, price points and material, Bidsquare offers an exceptional and diverse menu of options to make each auction experience tailored and seamless. We are grateful for the support of Allis Ghim and her team in their steadfast support and guidance during this exciting partnership.”

“Bidsquare is excited to partner with Greenhouse Auctions, an innovative new auction house that has integrated our proprietary bidding technology, Bidsquare Cloud,” said Allis Ghim, CEO of Bidsquare. "By customizing our auction software, we were able to tailor the user experience to fit Greenhouse's needs, and enable them to seamlessly run live and timed auctions online. By utilizing our auction engine to power the Greenhouse website, our Bidsquare Cloud technology enables auction businesses such as Greenhouse to grow and expand their brand and sales online by enabling bidders to register, bid and pay through Greenhouse's website."

About Greenhouse

Greenhouse Auctions Founder Shlomi Rabi is a twenty-year veteran of the world's leading international auction houses, and an immigrant from the Middle East, raised in Central America, who brings his vision to champion and empower under-recognized creative voices to Greenhouse Auctions. Previously, he held the position of Vice President, Head of the Photographs Department for the Americas at Christie's, where he oversaw a record number of single-owner auctions. Throughout his career, he has worked closely on numerous institutional collaborations with leading organizations including the Museum of Modern Art, New York; Art Institute of Chicago; Aperture Foundation; and Elton John AIDS Foundation. In 2008, in his role as an arts and culture writer for the NBC5 Chicago Street Team, he and his colleagues received an Emmy for Outstanding Achievement in Alternate Media.

About Bidsquare

Bidsquare is a curated platform where collectors can discover and bid on rare and authentic fine art, antiques and design from leading auction houses and dealers. Bidsquare is the destination for individuals and collectors seeking exceptional, one-of-a-kind pieces, with new, unique property added every day. Visit <http://www.bidsquare.com> to view all auctions.