

**CHIMAERA**

[WWW.CHIMAERAGALLERY.COM](http://WWW.CHIMAERAGALLERY.COM)



Art illuminating the  
beauty and  
implications of biology  
+ technology

**Agriculture = genetic modification**

**Healthcare = cost of access/inequity**

**Privacy = genetic discrimination**

**Climate change = reduce CO2 emissions**

**Ethics of cloning/stem cell research**

**Bioterrorism**

**Why do  
we care about  
biotechnology**

**?**

# Why should artists engage with biotechnology?



Explore the cultural and ethical implications of bioengineering & scientific discovery



Raise awareness on important global issues such as healthcare inequities and climate change



Create a fun and accessible way to communicate scientific information to the public



Reduce the spread of misinformation

# FOUNDER

ANGELA  
MCQUILLAN

Artist/curator/designer

- 9 years of experience running non-profit art gallery (raised over \$400,000 in grant funding)
- 10 years of experience working in biotech
- Curated over 50 exhibitions focusing on the intersection of art, biology + technology
- Co-Founder BioArt Residency in partnership with biotech company Integral Molecular in 2017
- Won “Best Art + Business Partnership 2019” by Philadelphia Arts & Business Council
- Work featured in New York Times, Forbes, INC Magazine, SciArt in America



**ARTISTS NEED  
ACCESS TO  
SCIENTISTS**

Multidisciplinary  
collaboration needs to be  
fostered

**NO CENTRAL  
LOCATION FOR  
CUSTOMERS TO  
FIND BIO-ART**

There is currently no  
gallery in the world  
catering only to customers  
looking for biology-inspired  
artwork.



**NON-PROFIT  
BUSINESS MODEL  
= LOW WAGES  
FOR ARTISTS**

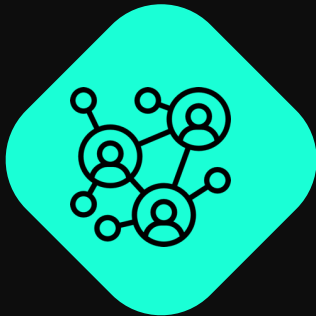
Grant funding is scarce,  
unsustainable and often  
artists are underpaid

**BIO-ART NEEDS A  
BIGGER PRESENCE  
IN THE MARKET**

The demand is there – very  
small number of galleries  
actively filling this space.

# SOLUTION

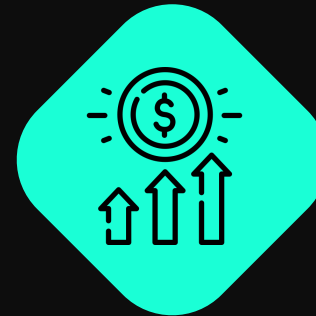
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A community built to connect artists and scientists



A gallery dedicated to providing customers with cutting-edge art



A business committed to expanding a client base for our artists



Making an impact in the market through thought leadership

# TECHNOLOGY



**CELLS, DNA,  
BACTERIA,  
VIRUSES, FUNGI,  
TISSUES, ORGANS**



**DIGITAL ART  
BLOCKCHAIN**



**ARTIFICIAL  
INTELLIGENCE**



**AUGMENTED  
REALITY**

# MARKET ANALYSIS

**\$2.7 billion**

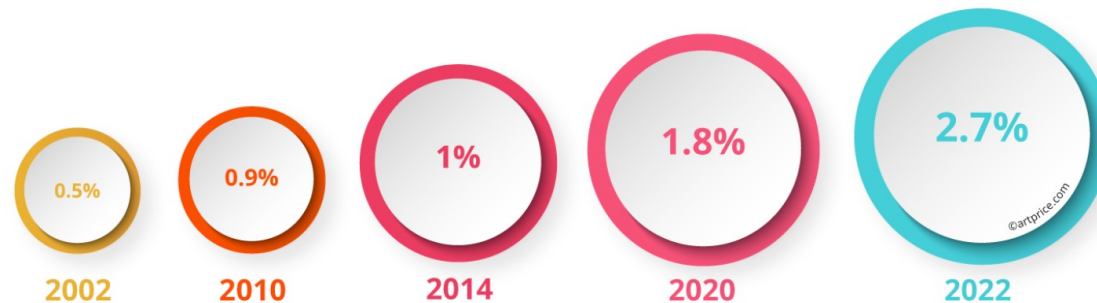
2021 Global  
Contemporary  
Art Market

Emerging artists under age  
40 reached an **all-time high**  
of **\$200.9 million** in H1 2022

United States contributes to  
**39%** of the global market of  
contemporary art in 2021

- Greater gender equality for artists in terms of valuation
- Construction of a future digital + new media art world via NFTs.

*Artists under 40: Collective auction turnover since 2000*





# TARGET AUDIENCE

- Millennials under the age of 35 with expendable income
- Tech savvy
- STEM Career
- Biotech companies
- Public buildings
- Science conferences/events



# PRODUCT OFFERINGS

## ORIGINAL ART

**\$149 - \$20,000**

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40/60 split commission  
gallery/artist

## REPRODUCTIONS

**\$49 - \$500**

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40/60 split commission  
gallery/artist

## CLASSES

**\$15 - \$200 pp**

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50/50 split ticket sales with  
instructor

## RETAIL ITEMS

**\$1 - \$200**

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50% markup of wholesale  
cost

## ART BOOKS

**\$10 - \$100**

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50% markup of printing  
cost

## SPACE RENTALS

**\$500 - \$5,000**

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40% markup of cost

# COMPETITORS



NON-PROFIT/ACADEMIC  
SCIENCE + ART  
GLOBAL



FOR-PROFIT  
SCIENCE + ART  
GLOBAL



FOR-PROFIT PHILADELPHIA  
(NOT FOCUSED ON SCIENCE)

# COMPETITIVE ADVANTAGE

Unique niche theme + product offering

Established community + network

Database to connect innovators

Thought leadership

**THANKYOU FOR  
LISTENING**



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