



Shelby & Sandy: Basketball

Background

Otis recently commissioned a painting by Shelby & Sandy. This document aims to share the story of Shelby & Sandy and the artwork.

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What Is Otis

Everyone has their thing. Maybe yours is sneakers, or maybe it's contemporary art. Whatever it is, you get it — the value assigned to a certain item, its cultural significance, why it matters. But more often than not, ownership of grails is out of the picture, whether because fewer than 100 were made, or because that six-figure price tag just doesn't work with your budget.

At Otis, we turn aficionados into shareholders. We believe in transparency, liquidity, and trusting your own gut. We're democratizing an otherwise closed market and making these alternative assets accessible. Own shares in the things that you value, and whose value you understand and build a portfolio better suited to a museum than a stock ticker.

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Highlights

- 1. Celebrity Collectors:** Shelby & Sandy produce unique works through a commission-model, creating paintings for celebrities, international businessmen, and a select few in-the-know collectors. Their celebrity collectors includes Drake, Vanessa Hudgens, Mariah Carey, David Dobrik, Zac Efron, Nick Cannon, Sean Kingston, Bradley Cooper, Lucy Hale, Edgar Ramirez and Josh Peck.
- 2. Power of Social Media:** Recognizing the power of social media, Shelby & Sandy focus on making their artistic process as interactive as possible in an attempt to actively involve their ~440k Instagram followers. According to the 2019 Hiscox-Online-Art-Trade, “Instagram could be a real game-changer, as it allows artists to build a large fan base (and potential collector base) outside the structures of the traditional art market.” Shelby & Sandy’s Instagram followers have doubled since October 2018 and represents the source of 100% of their sales.
- 3. Unique Commissioned Work:** Otis worked with Shelby & Sandy to commission a unique one-of-a-kind work. Otis chose to commission a basket-ball themed acrylic-on-canvas painting because sports represents a prominent theme in their work.

Highlights (continued)

4. Millennial Appeal: Works often depict 1990's cartoon characters and other popular culture references that may resonate with millennials. This age demographic, roughly 18-34, is disproportionately overrepresented on social media, accounting for roughly 64% of Instagram users. Additionally, millennials currently represent the fastest growing collector segment, and have two differences compared to prior generations - they are 2x more likely to view art as a financial asset, and rely heavily on social media to discover artists and influence purchasing. With the majority of their work marketed through Instagram, we believe Shelby & Sandy are well-positioned to benefit from this demographic shift.

Artists Overview: Shelby & Sandy



Shelby & Sandy

Shelby & Sandy are two Irvine-born, Los Angeles-based brothers who began collaborating in 2003. The two brothers operate outside of the realm of the traditional art market, and only sell works through commission.

Their pop-inspired works involve light-hearted recurring motifs such as 1990's cartoon characters, athletes, clouds, pirates and other popular culture references that they loved as kids.

CAREER ACHIEVEMENTS

Collectors

- Drake, Vanessa Hudgens, Mariah Carey, David Dobrik, Zac Efron, Nick Cannon, Sean Kingston, Bradley Cooper, Lucy Hale, Edgar Ramirez and Josh Peck

Collaborations

- Under Armour, Blackbear, Warner Bros, Red Bull

Social

- 440k Instagram followers

Solo Shows

- Hollywood (Avenue des Arts, Hong Kong, 2019);
Chuck Jones Gallery (Santa Fe, NM, 2017);



Inside the Studio

Through broadcasting video content to their ~440k Instagram followers, Shelby & Sandy use social media to give their fans an inside view of their collaborative process. The duo's art-making practice often involves interactive and playful elements such as breaking a balloon full of paint open with a slingshot or dart, and cracking two wine bottles together to make a splatter painting.



Shelby & Sandy are nice...

Shelby & Sandy coined their own light-hearted aesthetic and practice as “nice.” In creating works that are “nice,” they hope to “pioneer a new art form” to make paintings that feel uniquely digital from analog materials. They create “digital paintings” through using new techniques to create opaque colors and crisp lines.



Celebrity Collectors

Based in LA, Shelby & Sandy have built a market for their work through their celebrity commissions. Their celebrity collectors includes Drake, Vanessa Hudgens, David Dobrik, Zac Efron, Nick Cannon, Sean Kingston, Bradley Cooper, Lucy Hale, Edgar Ramirez and Josh Peck.

Hollywood Exhibition



Hollywood Exhibition

In 2019, Shelby & Sandy hosted an exhibition at Avenue des Arts in Hong Kong. According to [Hypebeast](#), the exhibition featured “sizable works of classic superheroes such as Superman and Spider-Man, distinct Disney film characters like Buzz and Woody, and classic scenes from *Star Wars* and *Scary Movie*, “hollywood” easily transports you back to yesteryear through its variety of muses. The Los Angeles-based artists ensures that each piece stimulates the senses and digs deep into your childhood, regardless of whether you spent your time soaked in animation or watching A-list actors in cult favorites.”

Basketball



The Story

Otis worked with Shelby & Sandy to commission a unique acrylic-on-canvas painting. The work focuses on the cultural importance of basketball in American culture - the figure in the work is the iconic professional athlete, Michael Jordan. Shelby & Sandy often focus on sports as a theme as they have previously partnered with the NFL to paint football themed canvases and have produced portraits of other sports stars such as Tiger Woods. The work is completed in Shelby & Sandy's signature Pop-infused aesthetic.

Specifications of the painting

ARTIST Shelby & Sandy

ARTWORK Basketball

SIZE 54 x 78 in.

MEDIUM Acrylic on canvas

CREATION YEAR 2019

PURCHASED FROM Shelby & Sandy

PURCHASED FOR \$23,000

LINEAR PRICE PER IN. \$174

YEAR PURCHASED 2019

Provenance

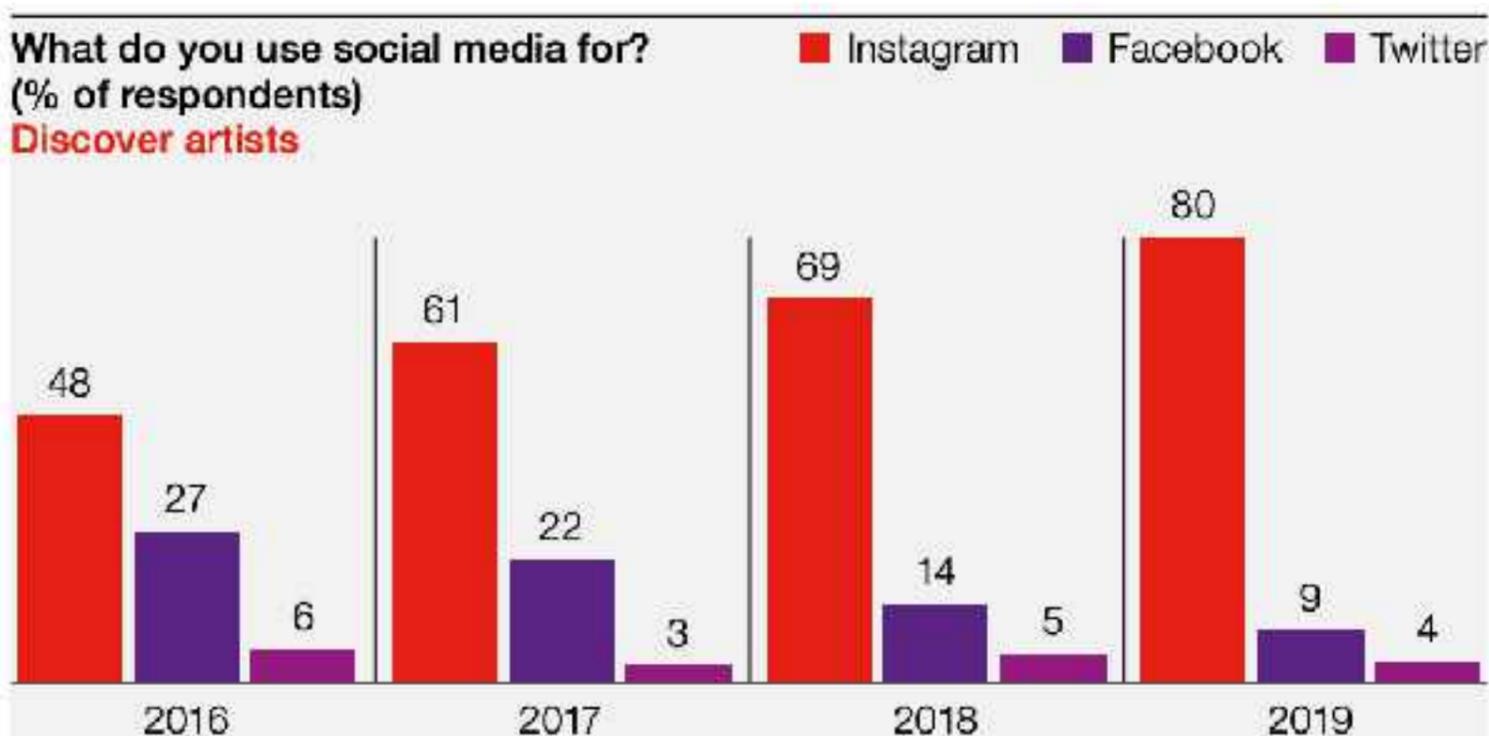
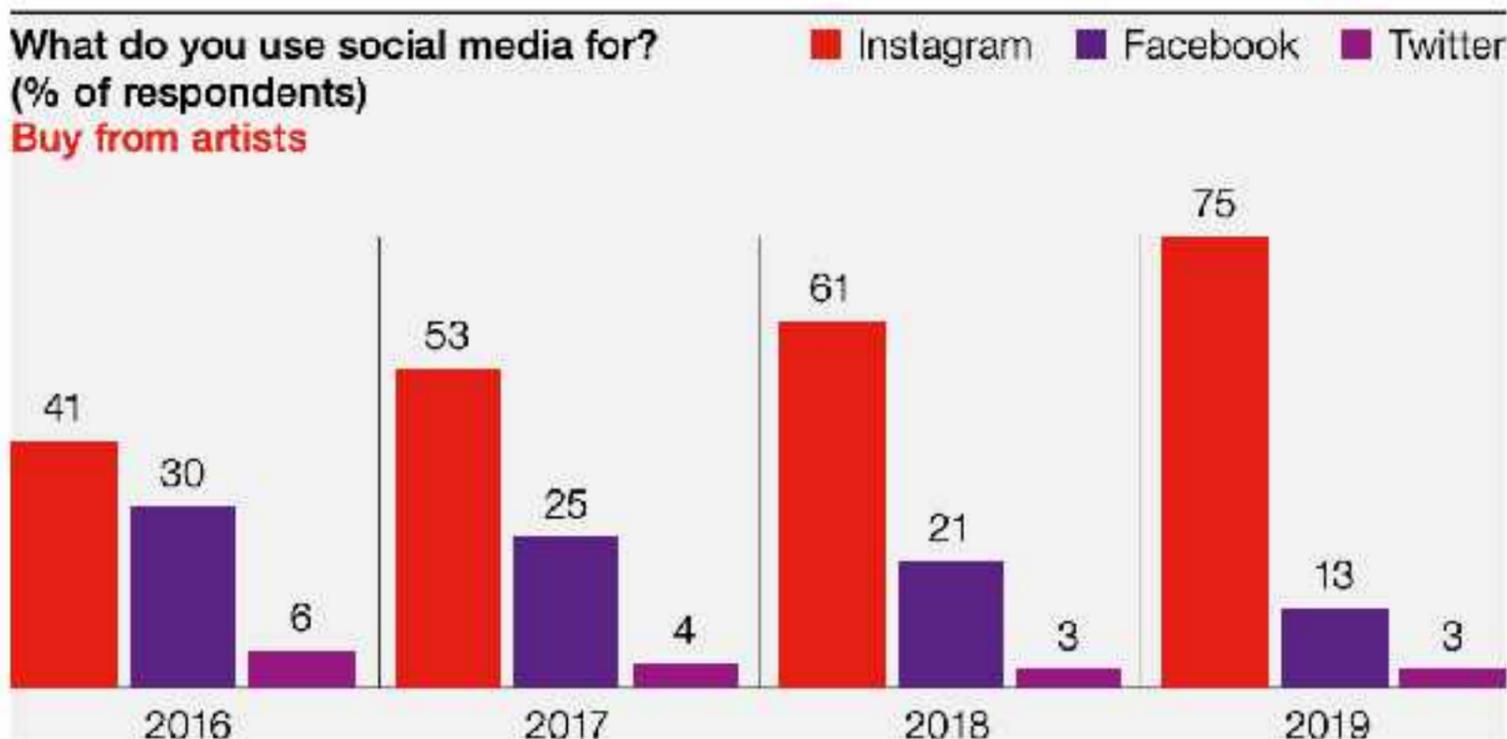
Otis acquired *Basketball* directly from Shelby & Sandy.

Condition

The work is in excellent condition at the time of purchase.

Appendix

Rise of Social Media



According to the [Hiscox Online Art Trade Report](#), 80% of art buyers use Instagram to discover new artists and 75% of art buyers use Instagram to find art to purchase. With 440k Instagram followers, Shelby & Sandy have largely built their collector-base through social media.