

Press Release

**The first global platform for
artist studio sublets**

stusu

Berlin, Jan. 1st, 2017

www.stusu.com

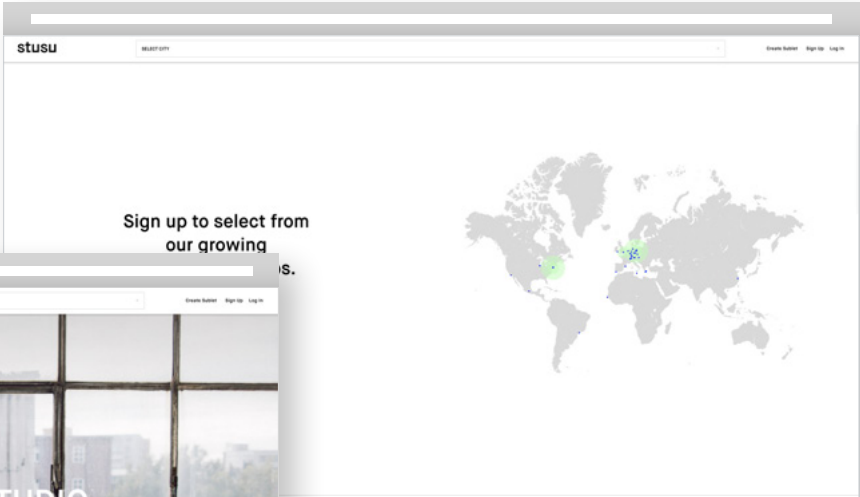
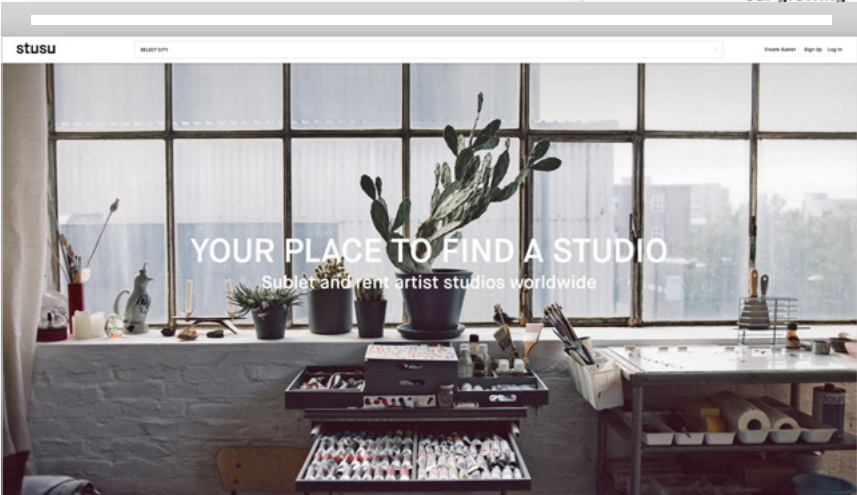
About the Project

stusu is the first global platform where artists can sublet their studios (studio sublet). Artists can advertise or exchange their studio spaces and find inspirational workplaces for themselves in other countries. stusu considers the individual needs of the artist and rethinks the classic concept of the studio. The studio becomes a dynamic place for independent, flexible work anywhere in the world. stusu provides a platform for artists who want to work abroad or are already doing so. On stusu they'll find the workspaces they need and can make effective use of their own studios by letting others use them.

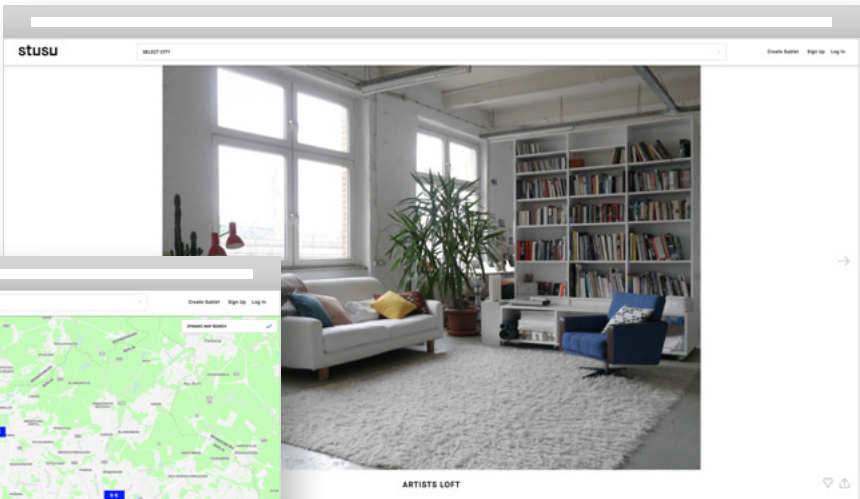
The founders of stusu, Ralf Dereich and Melina Volkmann, have known each other for twenty years. They went to the same school in Bad Kreuznach and met up again in Berlin. They've been close friends for years. The creative free-thinking of artist Ralf Dereich is perfectly complemented by the knowhow and experience of marketing expert Melina Volkmann. Their concept for stusu soon convinced investors Stephan Landwehr and Boris Radczun.

A first Look

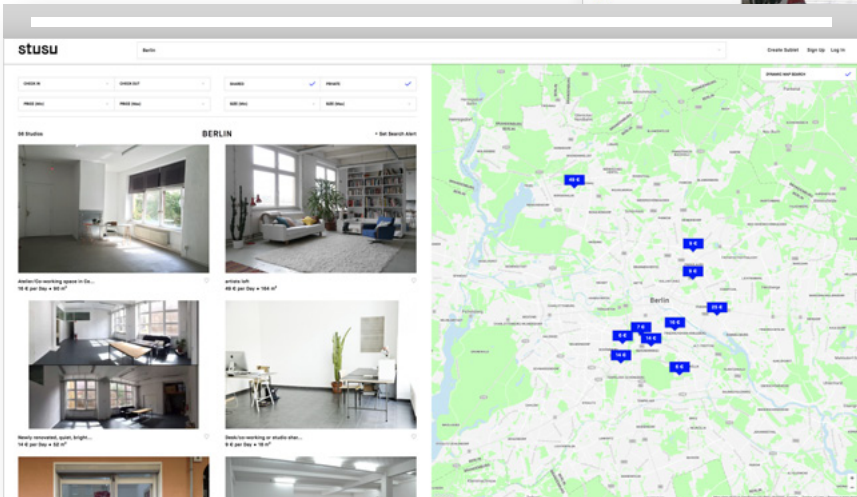
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1. Landing Page

2. World map shows cities with studios
3. Search Hits Page after selecting the City of Berlin

4. Sublet Page

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The Founders



Ralf Dereich und Melina Volkmann

Ralf Dereich on the business concept:

“As an artist, whenever I’m abroad I miss having a nice place to work. Hotel rooms and private apartments just aren’t suitable for that sort of thing. When an artist friend of mine from Australia told me in May 2014 that he felt much the same way, I realized that there was this same need in totally different places – and started trying to come up with a solution. Melina Volkmann came on board in December 2014, by which point I’d already christened the project stusu. She brought a proper structure and a detailed business plan to the project. In December 2015 we presented stusu to Stephan Landwehr and Boris Radczun, who were immediately taken with the idea. We founded stusu UG together on October 2, 2015. In March 2016 it’s finally getting underway!”

Melina Volkmann on the development phase:

“As an artist, Ralf Dereich has a very clear idea of what the users of stusu will need. His thinking is highly focused, but he’s also a lateral thinker who approaches problems from multiple perspectives. His idea for stusu meets a global need and will give many artists the opportunity to work abroad for the first time. They’ll be able to sublet their own studios easily and find others for themselves. In the last few months we’ve been working intensively on the stusu website, and we’ve been concentrating on combining the advantages of a classic listings site and the member-community model. We’re particularly excited about the swap function, which goes live in the early summer of 2016 and allows artists to swap studios. There’s an extensive trust-building system consisting of feedback, ratings and links to social media to create trust and security.”

Facts

Name: stusu

URL: www.stusu.com

Corporate form: UG (haftungsbeschränkt)

Aim: First global platform for artist studio sublets

Founded: October 2, 2015

Launch: March 1, 2016

The platform:

- Artists around the world can advertise to sublet their studios
- Artists can temporarily rent studios from other artists around the world
- Hybrid of classic listings page and member-community model
- Wide range of filter functions and descriptions
- Complex trust-building system using ratings, feedback and social media

Founders:

Ralf Dereich, Artist, CEO, Berlin

Melina Volkmann, Marketing Manager, CMO, Berlin

Sponsors:

Stephan Landwehr, Berlin

Boris Radczun, Berlin

Design and Programming:

Sebastian Kempf und Tobias Tilgner, Stuttgart

www.tilgner-kempf.com

Public Relations

Tina Sauerländer, Berlin

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Further Information

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Facebook: www.facebook.com/stusu4u
Twitter: twitter.com/stusu4u
Instagram: www.instagram.com/stusu4u