

From billion-dollar deals and battlefields to tech - Ukrainian launches Subjektiv to reframe relationship with art

A new global art platform, Subjektiv, has launched with a mission to make the art world more open, human and emotionally engaging.

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/EINPresswire.com/ -- A new global art platform, [Subjektiv](#), has launched with a mission to make the art world more open, human and emotionally engaging. Founded by former UBS director Kateryna Serdiuk, the app was born out of the disruption of war and shaped by a belief that art should be accessible to anyone - not just those inside the traditional gallery system.



Kateryna Serdiuk, founder of Subjektiv Art

After stepping away from banking to help restructure Ukraine's healthcare procurement system during the early days of the invasion, Serdiuk found herself questioning how people make choices. Not just in high-pressure environments, but in everyday life. What shapes our judgement? What helps us feel, understand and connect? For Kateryna, art held part of the answer - not as a luxury, but as a vital tool for reflection and expression.

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Art isn't something that only exists in museums. You can feel it, you can understand it, you can live with it.”

Kateryna Serdiuk, founder of Subjektiv Art

Subjektiv is the result. It's a platform built by outsiders, deliberately designed to sidestep the art world's usual gatekeeping. The online digital platform accessible by an Apple app allows artists to sell directly to buyers and makers across the world online and also provides an

immediate in-person, direct-to-artist sale bypassing traditional galleries and encouraging a more diverse owner of art. Many of the works are under £500.

For the artist, Subjektiv offers wholesale access to an international logistics system that enables immediate international shipping to artists upon signing up to the platform.

The artist joins the app on a non-exclusive agreement, allowing them to keep control of their business.

Once sold, the artist only needs to worry about packaging their work securely to export, rather than the paperwork and technical requirements that usually create barriers to selling for individuals. The logistics companies and Subjektiv do everything else.

For the buyer, the “Discovery mode” similar to that of the discovery mode on major social media platforms allows the user to scroll through artworks that are suggested to them based on their emotive preference, categorised by the users loves, to find artists that the buyer is interested in where they can find profiles and the work of their new favourite artist.

They can then buy directly from the artist, no gallery or third party required.

For spaces, the app can also be used as an integrated shop for galleries, artist studios and spaces with a QR code linking the viewer in the space directly to the listing for the viewer to buy. This enables an immediate sales link for their own spaces, galleries and shop and are able to keep all the data for all sales. This first of its kind marketplace provides extra control and visibility.

With Subjektiv artists can now warehouse and sell the work themselves, bypassing the need for galleries who can take a high commission and allows more points of entry to a market for artists of all levels and points in their career and buyers of all price points.

Early users describe it as “what the market is missing” and “a game-changer for the art world - effortless to use, artist-friendly, and designed to empower creatives at every step.”

In its current form, the art world is currently dominated by galleries with few online platforms allowing artists to be able to access their own buyers directly and internationally.

Kateryna Serdiuk, founder of Subjektiv Art and a former Director of UBS, said: “Art isn’t something that only exists in museums. You can feel it, you can understand it, you can live with it. With Subjektiv, we’re moving away from cold, transactional experiences and creating space for emotional connection. We want people to discover art that speaks to them, to let them live with it and to let it go via secondary market when they feel to urge to discover something new. For artists, it’s about giving them the tools and freedom to reach audiences directly and be fairly rewarded for their work. This is about making the art world more human, more open, and more inclusive.”

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