

# ÁRTICA



Ártica provides online courses and consulting services focused on how to use digital technology to share knowledge and enable collaboration in arts and culture. Founded in 2011 in Uruguay.

**www.articaonline.com**

**Revenue model:** charging for custom services

**Interview date:** March 9, 2016

**Interviewees:** Mariana Fossatti and Jorge Gemetto, cofounders

*Profile written by Sarah Hinchliff Pearson*

The story of Mariana Fossatti and Jorge Gemetto's business, Ártica, is the ultimate example of DIY. Not only are they successful entrepreneurs, the niche in which their small business operates is essentially one they built themselves.

Their dream jobs didn't exist, so they created them.

In 2011, Mariana was a sociologist working for an international organization to develop research and online education about rural-development issues. Jorge was a psychologist, also working in online education. Both were bloggers and heavy users of social media, and both had a passion for arts and culture. They decided to take their skills in digital technology and online learning and apply them to a topic area they loved. They launched Ártica, an online business that provides education and consulting for people and institutions creating artistic and cultural projects on the Internet.

Ártica feels like a uniquely twenty-first century business. The small company has a global online presence with no physical offices. Jorge and Mariana live in Uruguay, and the other two full-time employees, who Jorge and Mariana have never actually met in person, live in Spain. They started by creating a MOOC (massive open online course) about remix culture and collaboration in the arts, which gave them a direct way to reach an international audience, attracting students from across Latin America and Spain. In other words, it is the classic Internet story of being able to directly tap into an audience without relying upon gatekeepers or intermediaries.

Ártica offers personalized education and consulting services, and helps clients implement projects. All of these services are customized. They call it an "artisan" process because of the time and effort it takes to adapt their work for the particular needs of students