

Website Copy

HOMEPAGE

Hero

- **Tagline:** A rights-cleared archive of offline commercial photography and video built for the future of AI and content

Stats

- **Stat 1:** 300M+ / Images / Scaling to 1B+
- **Stat 2:** 100+ / Elite Photographers / World-class talent
- **Stat 3:** 25 / Years of Culture / 2000–2025

How It Works

- **Headline:** Two paths, one archive

For AI Teams:

- 1. Tell us what you need — Domain, volume, format, timeline
- 2. We curate a sample — Preview the quality and diversity
- 3. License agreement — Clear terms, full rights documentation
- 4. Secure delivery — Cloud or physical, your choice

For Creators:

- 1. Share your archive overview — Size, subjects, time period
- 2. We review together — Technical fit, licensing potential
- 3. Partnership agreement — Clear terms, you stay in control
- 4. Ongoing revenue — Your work earns, you get paid

For AI Teams

- **Headline:** Visual data that wasn't scraped.
- **Subtext:** Rights-cleared imagery from elite commercial photographers. Licensed directly, delivered ready.
- **Badges:** Rights-Cleared, Metadata-Rich, High-Res RAW, Deduplicated

Features:

- 1. Flexible Licensing — Full-archive access, curated subsets, or time-series collections spanning 25 years.
- 2. Production Ready — Standardized metadata, quality-checked files, secure delivery via cloud or physical media.
- 3. Real Applications — Foundation models, generative systems, fine-tuning, safety testing, and benchmarks.

For Creators

- **Headline:** Your archive, new opportunities.
- **Subtext:** Years of work deserve more than a hard drive. Partner with a team that understands commercial photography — and values what you've built.
- **Quote:** "These aren't just files — they represent careers, relationships, and countless hours of work." — Philip Wemer, Founder

Features:

- Partnership — Transparent revenue share with defined usage rights. Complete visibility into how your work is being utilized.
- Control — Exclusions for sensitive work are always an option. This is a collaboration built on mutual respect.

- **Process** — Begin with an archive overview. We evaluate fit and discuss terms — no obligations, no pressure.
- **Experience** — 26+ years in commercial photography. We understand the craft, the relationships, and the value of your work.

Team

- **Headline:** Built by industry insiders

Members:

- Philip Wemer / Founder / 26 years in commercial photography. Deep relationships with major brands and publications.
- Matt Petersen / Advisory Board / VC/PE and brand marketing expert. Scaled media companies and tech ventures.
- Dewey Nicks / Advisory Board / Fashion and celebrity photography legend. Three decades defining visual culture.

Contact

- **Headline:** Get in touch
- **Subtext:** Interested in partnering? Let's talk.
- **Form options:** I am a... / Creator / Photographer / AI Team / Business / Other
- **Button:** Send Message

Footer

- **Copyright:** © 2025 Artist Archives
- **Links:** Privacy, Terms

ABOUT PAGE

Hero

- **Headline:** About Artist Archives
- **Subtext:** The most comprehensive library of ethically sourced, copyright-cleared, offline, high-quality photography and video (2000–2025)

Our Mission

- **Headline:** Our Mission
- **Text:** Artist Archives is a curated visual dataset of rare, high-quality imagery spanning fashion, beauty, travel, lifestyle, celebrity, product, and portraiture — sourced directly from the personal archives of elite commercial photographers.
- **Text:** More than a collection, it's a culturally rich, ethically sourced resource built for the future of AI and content creation.

Vision

- **Headline:** Vision
- **Text:** To build the most comprehensive, ethically sourced archive of 21st-century commercial photography and video — serving as a foundational visual dataset for AI development, cultural research, and creative innovation.

Cards:

- Generative AI Systems — Powering multimodal AI with diverse, high-quality training data
- Bias-Aware Datasets — Diverse, realistic imagery for responsible AI development
- Aesthetic Modeling — Historical and stylistic reference across industries
- Creative Projects — Depth, style, and authenticity for demanding work

The Opportunity

- **Headline:** The Opportunity
- **Highlight:** Billions of elite, copyright-cleared images are offline.
- **Text:** The most culturally influential photography and video of the early 21st century sits inaccessible—unseen and unavailable for today's growing content and training needs. Artist Archives unlocks this vast, high-quality, rights-cleared visual dataset for companies building the next generation of AI, creative tools, and media products.

What We Offer

- **Headline:** What We Offer
- 1. Exclusive Access — Never published, never scraped — sourced directly from creators
- 2. Diverse & Authentic — Real people, places, and aesthetics from across decades, regions, and industries
- 3. Elite Craftsmanship — Created by top-tier commercial photographers under visionary creative direction
- 4. Ethically Sourced — Rights-cleared, legally licensable, and ready for compliant training
- 5. Culturally Relevant — Visuals that mirror the evolving style, identity, and aspirations of modern society

Cultural + Historical Relevance

- **Headline:** Cultural + Historical Relevance
- **Subtext:** A visual record of early 21st-century culture — built for memory, learning, and meaning.
- **Text:** Artist Archives captures the visual language from products to cars to how people lived, dressed, worked, and connected from 2000–2025. It offers a licensed, high-integrity reference library for historians, machine learning teams, and creative professionals — a foundation for future-facing tools that want to learn from the past, ethically and in-depth.

Call to Action

- **Headline:** Ready to Learn More?
- **Subtext:** Join the future of ethically sourced creative content
- **Button:** Get in Touch

Footer

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