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# New platform aims to help Bay Area artists book events, experiences

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ClassBento founders John Tabari and Iain Wang, 2021  
Courtesy of ClassBento

By [Diana K. Murphy](#) - Special Projects Editor

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ClassBento, a Portland, Oregon-based booking platform, launched service in San Francisco and New York City on Tuesday with a mission to connect local artisans with people interested in virtual and in-person workshops.

The online portal allows users to search for specific experiences — cooking, craft cocktail, latte art, art-making, on-site tours and other classes and activities — and discover new things to do.

The marketplace offers more than 10,000 classes globally while helping more than 2,500 artists and creatives share their crafts beyond geographical bounds. ClassBento automates videoconferencing, email, payment and marketing all within one consolidated platform.



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There is no fee for the artisans to get onto the platform. Users who sign up for classes pay the fee set by the organizers and ClassBento takes 15% of the total booking cost.

ClassBento was co-founded by John Tabari and Iain Wang as a direct response to the toll that the pandemic had on mental health.

"The negative impact that the pandemic has had on our mental health is tremendous and it is time that we prioritize wellness and human connection," he said. "People are desperate for ways to alleviate burnout and stress and that's exactly what ClassBento aims to provide."



ClassBento gnocchi making workshop, 2021  
Courtesy of ClassBento

There are currently 50 artisans throughout the Bay Area already using the platform to share their knowledge and craft with others.

"When thinking about where we wanted to begin our expansion in the U.S., the Bay Area's rich diversity and creative energy was a natural draw," Tabari said in an email. "With the vast number of talented artisans throughout the area, we felt it was the perfect opportunity to connect the community with those who make it so colorful."

ClassBento launched its pilot programming in Australia and the U.K. in 2020 and saw its success among those stuck at home and searching for meaningful experiences that didn't require leaving the home. It's also facilitated experiences with a focus on improving mental well-being for teams at Adobe, Apple, Chevron, Facebook, Microsoft, Netflix, Stripe and Twilio.

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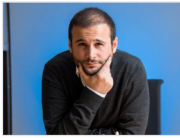
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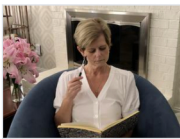


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