

# Seminar 1: The art industry and market

## Transcript

[00:00] - Speaker 1

Which are going to be focused on educating you about art business and basically providing you with all the knowledge you would be interested and you would need in order to build a successful career within art industry. I am very glad that we're able to organise these seminars as well because of the Norway fund and we're organising the seminars with our partners, NOPA, organisation from Norway which is helping upcoming musicians, mainly from Norway. If you're interested more in the seminars, you can always check it out on our website [victoryart.eu](http://victoryart.eu) where you can see basically every weeks' schedule and what we plan to do in the upcoming months and what seminar we will host each week.

[01:00] - Speaker 1

These seminars will be focused mainly on art business. They will be focused towards artists to help them, better create their portfolio, to create their brand, strong brand which is going to help them to showcase how talented they are to the world.

[01:18] - Speaker 1

It will be about helping artists to build their presence, their online presence, social media, helping them to build partnerships with companies, with museums and as well with clients. And we will be finishing this whole very exciting series of seminars with guest lecture which is going to be focused on saying, or actually sharing the experiences within different industries and what's the best way to put up with that. I don't want to take more time from our seminar at this point and I would love to jump more into this.

[02:01] - Speaker 1

Firstly, I would like to introduce you a little bit more Victory Art and what we are doing and what's our whole vision. So Victory Art is a company which is focused on breaking stereotypes and building new perspectives in the art world. First of all, before we start the seminars, I would love to actually ask you all to mute yourself, to be mindful about maybe other people who will be talking during the seminar.

[02:29] - Speaker 1

If you have some questions, please feel free to put them either in the chat, in the meantime, so you don't forget a question or write it out somewhere and ask at the end. And first of all, I would love for you to have a great time. I would love you to learn something new exciting about the art market. And if you have any questions, even after the seminar, you can always reach out to us at [victory@VictoryArt.eu](mailto:victory@VictoryArt.eu)

[02:58] - Speaker 1

So first of all, this is the seminar schedule I was already mentioning briefly what we will be focusing on, but mainly it's going to be introduction of the art industry. Where do we stand right now? Then we will be focusing on how to build your brand and social media presence, how to create portfolio, how to build partnerships and as well, we will be having two guest lectures which will be focused on career advice and experiences from real people, real professional, successful artists who are able to share their personal experiences with you.

[03:38] - Speaker 1

If you have any questions about our seminars, always reach out to us at [victory@victoryart.eu](mailto:victory@victoryart.eu), and if you will want to see these seminars, even after the end of this session today, you will be able to see it.

We're recording these sessions or just you know, and these sessions will be published online and our team will very gladly share with you all the notes, all the materials and as well video you will need.

[04:11] - Speaker 1

First of all, before we will go further. I would love to as well state that this is first part of the seminar schedule, which will last until the half, the middle of the December. And for all artists who are interested in consultancies, we will be providing as well consultancies for free. So, if you're interested in free consultancy with experts within the industry, it doesn't matter what it will be focused on, it can be focused on building your portfolio, building your social media.

[04:47] - Speaker 1

It can be focused on helping you to build strategy, how to approach your desired clients. You can apply for consultancy. These applications will be open from November onwards, so you can already write it down to your calendar. And if you're interested, do not hesitate to apply. It will work the way that first come first serves.

[05:11] - Speaker 1

So if you're interested, I would definitely suggest you strongly to apply as soon possible in November. My name is Victoria Pikovska and I'm the founder Victory Art and you probably were in touch with someone from my team. If you still don't know who we are, what we are doing we're a team of passionate artists who are focused on helping other artists, other art lovers to orient themselves within the art market. Victory Art is strictly focused on helping Central and Eastern European artists. So if you're some Eastern European artist who is not part of Victory Art, you can as well apply at [curator@victoryart.eu](mailto:curator@victoryart.eu), and you can share your portfolio, your description, your CV with our team and we will evaluate it and provide you with feedback.

[06:11] - Speaker 1

However, I know that we all want to go further with our session with our seminars, but before we will do that, I would love to as well mention why we made decision to actually do these seminars and why we made decision to invite you all to actually take time every Thursday at 06:00 p.m. until the middle of December to do these seminars. Victory Art team believes in talented artists from Central and Eastern Europe, and we believe that this artists should have more voice on the market. That's why we're right now cooperating with more than talented individuals, talented artists who are creating stunning art pieces.

[06:55] - Speaker 1

And we really want to show to the world how talented artists in Central and Eastern Europe has and we want to show them that "hey, there are these cool artists." You don't only have to look at the Western Europe or Western part of the world. But go to this and you find stunning artists. In order to do that, we need your help. We need you to prepare amazing portfolio. We need you to prepare amazing description, and we need you to have a certain presence on the market. This is requirement for these artist.

[07:37] - Speaker 1

Before artists were able or were supposed to only create. Now the market changed. And there is like an amazing term which describes how the art industry works or where the industry stands at this point. And the new term for artist is actually 'Art-preneur'. So not entrepreneur but Artpreneur.

[08:00] - Speaker 1

What that means is that requirements for artists are much higher. At this point, artist is supposed to entertain clients, is supposed to bring much more value than only art piece. Is it's supposed to perfectly

know the industry, is supposed to have a specific style, strong technique. Very well be able to do the technique very well.

[08:28] - Speaker 1

The requirements are much, much bigger and the expectations are much higher. However, not many artists actually know that. So that's why we want to help you guys, all you talented guys actually applied to be part of the seminars. To really help you to grow your career and to be the best artists possible.

[08:56] - Speaker 1

Victory Art is very much advocating for artists for over five years, and we're building as well the perception about Eastern Europe, and this is what we strongly believe in. As well, very briefly about us, our artists are coming from all over Central and Eastern Europe, we're strictly focusing on these countries. At this point, we're in more than twelve countries, and our values are very strong in the sense that we really believe in a strong community, in constant innovation.

[09:35] - Speaker 1

That's why we implemented augmented reality to our website. We believe in integrity and transparency of the art market. We're not applying this only towards our artists, but as well towards our clients, and we try to provide you all with as many information as possible. At the same time, we believe in inclusion, and that's why we're supporting minorities and as well disabled artists on their journey.

[10:03] - Speaker 1

At the same time on our website, you can find amazing variety of art pieces. At this point. We have, I believe more than 1400 art pieces, they're within different price range as well. So even if you're artist who is like a beginner and you're not kind of thinking like maybe my art pieces are too cheap, you can always apply and we can help you out as well to price it properly.

[10:34] - Speaker 1

And mainly we're socially responsible, that's why we're supporting minorities for educating artists and we're as well supporting sustainable artworks. If you're sustainable artist as well do not hesitate to apply to us. Very brief model about Victory Art and the way we're working, we're offering to our clients.

[11:00] - Speaker 1

Consultancies, this is towards artists and as well towards B2B clients, so businesses and consumers. We're working with our artists and our clients on the creative projects. When we're creating one of a kind artworks, let's say, or some kind of or some kind of projects where we're incorporating art, let's say can be using art for furniture, covers in interiors. And of course while helping our artists to sell, rent or commission artworks. The top artistic movements, that's something that you might be interested as well in at this point, are abstract art pieces are modern artworks and as well expressionist artist.

[11:55] - Speaker 1

If you think that you do not fall into one of these categories, you don't have to be afraid. At this point our artists work within more than nine different categories and movements. So definitely you can still apply even when you do not fit within one of these. In general, we're mainly focusing on paintings, drawings, photographs, mixed media. And recently we started as well with digital art.

[12:24] - Speaker 1

If you're doing something else, let's say sculpture, you can always apply. Maybe we will have some exciting project for you to work on together. As I mentioned, we're as well as supporting minorities.

That's why we're working as well with disabled artists who are very, very talented. However, they're deaf and blind and art market kind of feels that they do not belong there.

[12:49] - Speaker 1

That's why the special kind of artwork is called outsider art, but we really believe that they should be showcased and that they should have the same opportunities as all other artists, and that's why we're helping them. For our exclusive clients. We're as well offering 24 Karat gold art pieces. For some of you artists it can be as well inspiration if you want to include maybe golden powder or golden leaks. That's becoming very popular lately. We're supporting sustainable art and at the same time we're creating art merchandise which is targeted more towards younger audience.

[13:27] - Speaker 1

I would say more generation Z who is not at this point able to purchase art or rent art, but they still want to have piece of art with them. We call it wearable art. In general, I mentioned as well innovations. Victory art is very strongly focused on innovation. And we're always trying to be on the top with the latest trends in the art world. And that's why we implemented Augmented Reality for Android and iOS at this point on our website.

[13:59] - Speaker 1

So even though you're artists or you're not, you can always go to our website. Take your phone. Go to specific artwork. Click on 'view in AR' and you can see each piece on your empty wall in your house.

[14:16] - Speaker 1

Definitely I would suggest you have a look at it. It's an amazing feature for all artists and for all clients. As well, Victory Art went already through some exciting journey. We managed to organize amazing exhibitions with big partners like World Trade Centre, ABN Amro, in Circle. We had even our own Gallery for a short while before Corona actually spread around the whole world.

[14:46] - Speaker 1

We opened our own office in the city centre of Rotterdam, and we launched our website, merchandise as well, the Augmented Reality feature.

[14:57] - Speaker 1

Today we will be talking about art industry and market. The first seminar will be more like introduction to the art market and we will talk about the current state of the art industry and what you as an artist should know about the art industry. The first topic is focused on how the industry is set up currently, how it was affected because of the pandemic, what shifted with the digitalization, let's say in the upcoming year and a half, and how you can have easy access to different platforms to different medias. What change actually happened in the art industry in the, let's say, past maybe two years, how art buyers were impacted by these changes and as well, what are the future possibilities for you as an artist.

[16:06] - Speaker 1

So first of all, I would love to start with something that definitely impacted all of us and something that made such massive change not only in the art market but in general in our society. So ever since the pandemic started, there were no exceptions in the industries which had been affected. For the art industry, the way the art market has changed was massive. Under many restrictions and covid measures, many galleries and as well auction houses and museums had been closed for a few months. In some countries the situations are becoming better, in some countries the situations are still very bad. However, we can definitely say that every country, every Gallery, every Museum was affected by this.

#### [17:10] - Speaker 1

It actually pushed it to digitalize within few months, literally a few months. You could see that basically when corona started, let's say it was last February, but you could see that galleries really adjusted very, very quickly to this and already in May, 2020, they were able to organize virtual exhibitions, online exhibitions and many other online cool events in order to entertain their clients or educate their future clients even online. Viewing artworks online has become much easier for buyers and buyers could as well access different platforms than before.

#### [17:54] - Speaker 1

On top of that, over the years, people's taste in art has also changed and openness and acceptance of different styles was constantly changing. And this is really amazing to see. Well, personally, if I may as well say from our own experience, we actually saw that people became suddenly much more interested in browsing through different artworks, viewing online exhibitions and that's what eventually led as well in the fact that we created like the AR feature on our website.

#### [18:35] - Speaker 1

The fact that galleries and museums were closed was extremely positive thing in sense of development of the art industry. Before, when art lovers saw online platforms, or saw maybe artworks online on social media or different websites, they always felt kind of like hesitant to purchase it. Now this purchase became standard. This is standard nowadays. Before art lovers would go to galleries or museums, art fairs or shows to actually physically see the artwork with their own eyes. Now it's not needed anymore. The art buyers are much more open and that actually is helping you artists and help you artists a lot in order to make people more confident, to trust your art, to trust you as an artist, to trust your technique.

#### [19:43] - Speaker 1

Just a few numbers, according to the Art Report 2021 one of the key findings is that the total sales of 2020 within art industry was around 50 billion, which is 22% less than 2019. We can still say that these are pretty good numbers. However, if we take a look at online sales itself, the total amount in 2020 is double of the sales of what it was in 2019 and that was around 12 billion. So we can see that in 2020 there was a massive shift towards online art industry. And in spite of the fact that, let's say in countries like USA or Netherlands or Switzerland or UK, that the situation is much better we still see this trend that, let's say, art fairs or smaller art exhibitions even are still organized online and, it just started working for art buyers.

#### [20:52] - Speaker 1

At the same time, I would love to say that this is becoming, as well, the golden age for online galleries. Shift in digitalization helped everybody to be more open, to more grow the online art ecosystem, and for artists it helped as well to show them that they really need to be out there in order to succeed. Since it was not possible to welcome audiences in galleries, or in exhibitions, making online events became a standard. Viewing art and buying art became standard. Even such a massive institution like Rijksmuseum in Amsterdam, they invited people to visit their collection online during the lockdown, they prepared virtual tour. Many zoos around the world started streaming cages with animals, and this is how they supported themselves during these times. So this is very exciting to see that people are more and more open.

#### [22:10] - Speaker 1

Nowadays we can see that for example in those countries which are open again that the market is slowly and very very slowly going back where it was. But when we're comparing the amount of art fairs which were organized per year, nowadays, it's maybe like 80% less it's a minimum number of what was happening on the art market before. The education aspect of the art market became much more important. With the increasing demand about the transparency of the art market both from art

collectors, general public, and as well artists themselves, this became a very very important topic. Galleries and auction houses are standing more for like commercial side of the industry, and museums more art events and as well workshops are more for institutional side, and the demand are out there for both of these parts. So even for the commercial side, and as well institutional side, and the way how art market works right now is very much increasing.

I would love to really pinpoint here that making art became more accessible for everyone due to the fact that you can find a lot of different tutorials online, and this is helping people to enter market more easily. However, for artists who really want to build their career out of their work, it's important to always bring the additional extra value. So, the fact that social media are so open right now many people can post their artworks out there and pretend they're artists, or think that they're artists. However, being an artist is much more.

#### [24:25] - Speaker 1

It's not only about creating, it's about continuously working on your legacy. It's about putting stories into your artworks. It's about a proper presentation of yourself. It's about the additional communication with your clients. They have to feel like they understand you, that they're connected to you. And at the same time, they have to see your progress. This is one of the things which I would definitely suggest to every single person who want to become full time artist. The education within this industry is very important. There are trends which are changing pretty fast. There are different tools which you can be using. There are different social media aspects which you should consider. There are new gatekeepers and new art market buyers that you have to consider. And that's what makes a normal artist an extraordinary artist, the understanding of the art market in general.

#### [25:42] - Speaker 1

In terms of diversity, nowadays it's possible to find art buyer for everything. Let's say 200 years ago or 400 years ago or even 600 years ago there was always like a specific style which was popular in each century. So let's say the medieval paintings were very much focused more on like capturing, kind of realistically capturing the moment, it was more like a story telling than we had baroque, then before that we had renaissance, then we had impressionist, we had different styles. Nowadays, it's really amazing that you are able to find art lover for each style. So it doesn't matter whether you're a very well known artist, or you're just starting, and you're starting with let's say impressionist. There are people out there who really are interested in this and who really want it. So in general I would suggest you to really choose a specific style for yourself and work on it and keep it up. I'm not saying that you cannot do other things, but it's important for you to really have certain styles so people can identify it. That's very important for all the art buyers.

In past few years we saw a massive increase in graffiti popularity, as well rise of pop art again, and definitely I would suggest it one more time to choose a style and keep it up and show your clients that they are able to identify your work.

One of the last topics which I would love to actually mention is something what I'm personally very passionate about and that's the future of upcoming trends of the art industry.

With the rise of technology and digitalization, it's so, like the art industry shapes so much. For example, we at Victory Art we're using virtual exhibitions, we're using augmented reality, we're using artificial intelligence in order to as well predict where we, where our artists will be in a few years. You can do so many amazing things.

#### [28:17] - Speaker 1

There a few of technical developments which I would love to specifically pinpoint, and that's augmented reality. Augmented reality is something what can bring you very very close to your potential buyer. You can help make decisions much easier. This is becoming slowly popular, but not many people know how

to actually properly use AR, that's why it's not yet as popular as it's going to be in a few years. But if you're an artist who has some technical background, I'd definitely suggest you dive into that. Another very simple thing, viewing room. Any artist can create their online exhibition by themselves. You can go to art steps, let's say, it's a platform which is providing this tool for free to each artist. And you can come closer to your clients let's say like this.

#### [29:17] - Speaker 1

Another last thing I would love to mention is NFT and Blockchain. NFT stands for non-fungible token, which is very very beneficial for art buyers and as well for artists. If you're an artist who's creating digital art and you have problem with the fact that someone is stealing you're work, or someone is not crediting you, or you're not able to track how many times people, I don't know, print you're work or something, this is perfect thing for you. You have to actually use one of the platforms, put a special token and attach it to your art and every single time someone will use it, someone will buy it you will know it. Perfect thing is that even if it's going to be only secondary market, let's say, you will still get commission from sale and you will exactly know who is manipulating with your art.

So one more time if we have here artists who are focused on digital art, definitely consider NFT and it's implementation for you. This was introduction session today. We will be working, we will be doing the seminar every Thursday at 6pm on this exact link. Every seminar will be shared with you and later on it will be published as well online. For now, I would love to actually invite you for the session next week which is going to go a little bit deeper in terms of what you should know about the art industry as an artist, would you should be aware in your career, and what tools you should be using, for example let's say in terms of marketing.

In the end I would love to ask you are there any questions which I can help you with or I can answer to you at this point? If you're maybe shy, and you don't want to talk, or you don't want to turn on you're camera, or you don't want to turn on your microphone, you can as well message it in the chat and in case you don't have any questions, at this point, you can reach out to us at [victory@victoryart.eu](mailto:victory@victoryart.eu), And I would love to see you again next week.

In case you would want to know again what's going to happen next week, you can go to [victoryart.eu](http://victoryart.eu) where you can find the art business seminars page. And I would love to as well say that these seminars are aswell, we are able to make these seminars because of the Norway fund. So if there's any artist who is as well interested in different kinds of collaboration, do not hesitate to reach out to us.

And I see that we do not have any other questions at this point, so thank you so much for being amazing audience. Thank you to all of you who joined us today, and I'm very excited to see you again next week. Thank you. Have a great day. Bye-bye.