

# Market Brief

## Global Market for Commercial Art

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The global market for art was estimated at US\$ \$60.8 billion million in 2011, comprising 50% sold through auctions and 50% through galleries and private sales. The largest market is China, accounting for 30% of sales followed by the US (29%), UK (22%) and France 6%.

There are approximately 100,000 art dealers around the world, including a growing number of art consultants that focus on selling works to corporations. Art consultants (a mix of agent, private dealer, gallery dealer, interior designer, curator and salesman) sell art to a variety of clients, such as hospitals, hotels, corporations, restaurants, resorts, and any other business. They work with both corporate and private clients and usually handle a wide-range of art styles.

Unlike a gallery that generally represents a few artists, art consultants represent the corporate clients. Consequently, art consultants seek to contact 100s of artists at a time in order to meet any needs and demands of their clients. Art consultants are looking to form relationships with artists that are professional and who present themselves as business people. That is, can produce volumes of work on demand (quick turnaround times) and are flexible (sizes, colours and styles) to the needs of the client.

In the 1990's corporate art programs consisted of framed photographs, canvasses, and posters. With the recent advent of digital printing the whole scope of art offerings has expanded consisting of three-dimensional works and digital printing on substrates such as acrylic, bamboo, tile, and fabric. Often an entire art program will consist of these types of pieces in various sizes requiring no framing. Currently, approximately 75% of corporate programmes are framed pieces and 25% of pieces not needing framing. Healthcare clients usually demand more dimensional work while law firms and commercial real estate businesses purchase more framed work. Corporate decision makers are very open to seeing all kinds of artwork and they understand the significance artwork plays in the overall design of the facility.

The findings, opinions and recommendations expressed in this brief remain those of the project team and do not necessarily reflect those of the Commonwealth Secretariat, BCSI or Government of Barbados.

### Key Figures

Sales of Art Works	In 2011, it was estimated that was 36.8 million, which gives an average value per transaction of US\$1,630
Art Dealers and Consultants	There are an estimated 100,000 Art Dealers and Consultants active in selling art works, each averaging annual sales of 290 items each with around 1,900 having sales in excess of US\$ 50 million
Corporate Buyer	There are two other driving forces to consider: money and environment.  Whose money is being spent on art? A partnership, or a private company have more discretion for making decisions than corporations who report to shareholders - those responsible will have to justify spend  Where will the art be placed and for what purpose?



# Marketing Channels

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1. Attending trade shows 2. Cyber gallery with website optimisation 3. Social networking sites such as LinkedIn 4. Direct contact with art consultants and allied professionals 5. Advertising in trade press

## Trade Publications

### Art Calendar Magazine -

[en-gb.facebook.com/ArtCalendarMagazine](https://en-gb.facebook.com/ArtCalendarMagazine)

### Art World News

[www.artworldnews.com/](http://www.artworldnews.com/)

### American Art Review

[amartrevsecure.com/](http://amartrevsecure.com/)

### Art News

[www.artnews.com/](http://www.artnews.com/)

## Trade Fairs

### Art Expo New York

Artexpo is an annual, juried expo that has 400+ exhibiting artists, galleries and publishers from across the globe, showcasing exciting original artwork, prints, paintings, drawings, sculpture, photography, ceramics, giclee, lithographs, glass works and more. It has been operating for 35 years.

[artexponewyork.com/](http://artexponewyork.com/)

### Maastricht Art Fair

Over the years TEFAF Maastricht has established an unrivalled reputation as the world's leading fair for art, antiques and design since 1975. In 2013, there were 266 dealers from twenty countries with more than 70,000 people came to TEFAF Maastricht 2013.

[www.tefaf.com/DesktopDefault.aspx?tabid=1](http://www.tefaf.com/DesktopDefault.aspx?tabid=1)

## Industry Trade Associations

### Association for Professional Art Advisors

Provides guidelines and standards for professional art advisors and a network for communication among art advisors, curators and art service professionals.

[www.artadvisors.org](http://www.artadvisors.org)

### International Facility Management Association

A nonprofit organization dedicated to serving facility management professionals, many of whom are decision makers for purchasing art for corporate facilities.

[www.ifma.org](http://www.ifma.org)

### Set Decorators Society of America

Maintains a list of art consultants and prop houses involved in art placement for use in film, television commercials and other media.

[www.setdecorators.org](http://www.setdecorators.org)

## Art Consultants Listings

### Association for Professional Art Advisors

Provides guidelines and standards for professional art advisors. A membership list is published online.

[www.artadvisors.org/membership-directory/](http://www.artadvisors.org/membership-directory/)

### The Art Consultants List

An annotated list with names and street addresses of more than 375 art consultants nationwide who sell work to corporations and individuals. Organized by state. Annotated to include street addresses, phone and fax numbers, e-mail addresses, Web sites, and in some cases, a description of markets and disciplines of interest. Updated on an on-going basis.

[www.carollmichels.com/index.php/resource-lists](http://www.carollmichels.com/index.php/resource-lists)

### Public Art Administrative Consultant Directory

The PAN Public Art Administrative Consultants Directory 2009 includes a descriptive summary of each firm, arranged alphabetically. Next to each firm's name is a number in parentheses, which corresponds with the Services Offered at the end of the directory.

[www.artsusa.org/pdf/networks/pan/PAN%20Public%20Art%20Administrative%20Consultants%20Directory%202009.pdf](http://www.artsusa.org/pdf/networks/pan/PAN%20Public%20Art%20Administrative%20Consultants%20Directory%202009.pdf)

### Art Consultants UK

This is a free to use web site for arts organisations and artists. We have been here for more than fifteen years to give you a trustworthy source of information on arts consultants and other art services.

[www.arts-consultants.org.uk/](http://www.arts-consultants.org.uk/)

### The Art Network

List of corporate art consultants, art reps and artist coaches updated monthly. Contact details are provided for a small fee.

<http://artmarketing.com/corporate%20art%20consultants.html>