



Creative thinkers, creative economy: managing artistic thinking?

Kira Sjöberg



Today

- How to sell art? – General theme
- Presentation of market in Finland
- Gallery example
- ArtShortCut: three examples to make art business.



How to sell art?

Question for today

You only have one opportunity to ask someone for money and it is vitally important that the considerable time and energy that you need to spend preparing for that opportunity is time and energy well spent.

Philip Spedding: Individual Giving Manual, Arts & Business London, 2005



The cultural “market” in Finland:

- Dominated by non-profit and strong support systems: 1,03 billion in support to culture (2006)*
- Private sector is tiny (visual arts, but also other fields)
- In this field: turnover 22mil, 206 companies, 2 companies= 2/3 of turnover.(Facts&Figures, 2006, Cupore)
- Privatisation a major trend in Europe and Finland
- Still very hard in Finland in the creative business.



Art market problems in Finland (new markets)

- Lack of a long term cultural heritage = Appreciation problems (compared to many "older" nations)
- Art sales – unique often highpriced pieces = problematic to sell – tiny purchase power (mainstream buys rather Tvscreens etc)
- More supply than demand (STS 3000)
- Dominated by small 1-3 person companies – difficult with financing – due to lack of capital.
- At a certain level of business capital is needed but the public funding systems are designed for bigger companies/organisations that have enough balance and manpower to manage the processes.
- Private companies in a sense "compete" against the state and projects funded by the state.
- Positive and negative – difficult to grow without income.
- What do you do when your neighbour offers your service for free and your client is poor? (quality+ artist)
- Dr. Art versus Art360
- Positive in one sense – makes people aware of the market out there. Remains to be seen if they buy.



Tuomas Laitinen & Wall Street



Kuva teoksesta "Wall Street", Tuomas Laitinen (2009), kuvan on ottanut Kimmo Syväri(©)

Qui Anxiong at ARKEN

Qui Anxiong

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Staring Into Amnesia 1 (2008)

Gallery example: Kalhama&Piippo Contemporary

**GALLERY
KALHAMA
& PIIPPO
CONTEMPORARY**

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MAIJU SALMENKIVI

Splash

20th January - 19th February



NEWS

Lounila and Mäkilä in Thank You for the Music -
exhibition at Kiasma 20.1.-17.6.2012

[Read more](#)

Maiju Salmenkivi: Splash

20.1.-19.2.2012

K&P's way of working with artists

- Artists show every 2-3 years
- They are promoted at international fairs
- Inhouse publishing of artist catalogues
- Artists career plan is made at start of cooperation
- Portfolio management and sending to galleries internationally
- In touch with international curators, journalists, museums etc. According to individual plan
- Studio mentoring
- Constant dialogue and development - 360degrees.
- Business getting, corporate events central, private viewings.

Continued...

- Writing on artistic production
- Other promotional material printed
- Artist on show on the K&P website
- 50/50 for entire production
- Gallery is the artists partner and everything is planned in cooperation
- Artist identifies with and through the gallery, hence the gallery's artist representation is very important to be coherent.
- Showing of art in cooperation corporations and in the gallery office premises
- Private views of material in the sales collection, which is constantly curated.

Most galleries in Finland

- Rental based
- Not sales orientated
- Production orientated
- Visible to the art crowd
- Passive business getting
- Artists pay rent x€ + comission 30-40% for 6 months. Mainly supported by cultural funding.
- No committed relationship, career building

History of ArtShortCut

- Background; art history, development, Christie's
- Idea of ASC in summer 2006
- Cooperation of Kira Sjöberg & Leeni Ojaniemi
- 2007-2008 word of mouth (Qui Anxiong, Flow, Arken)
- 2008 official company (sole entrepreneur)
- 2010 Ltd, 2 shareholders.
- 2011, 3 shareholders.



Now

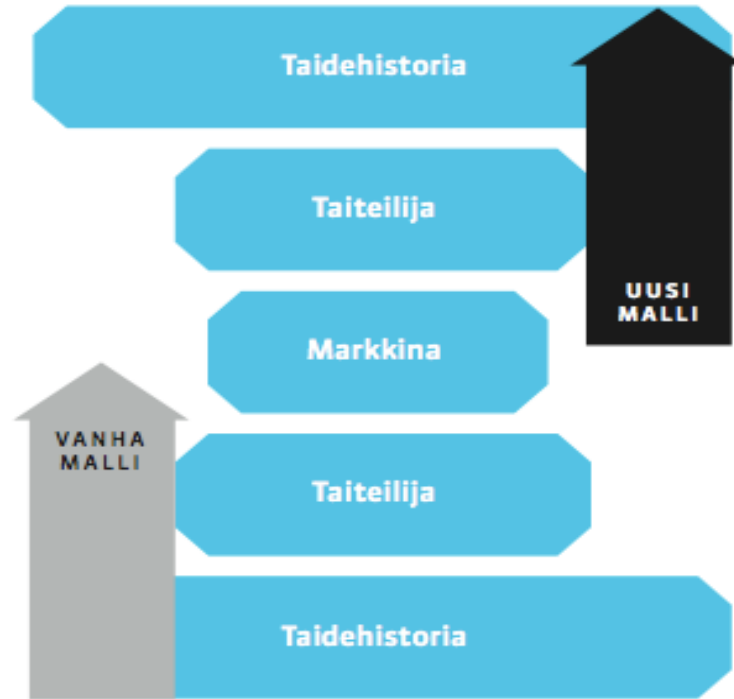
- Owners Kira Sjöberg, Johanna Wartio McEvoy, Hash Varsani
- Promoter of visual culture
- AV and visual arts
- National and international
- International methods



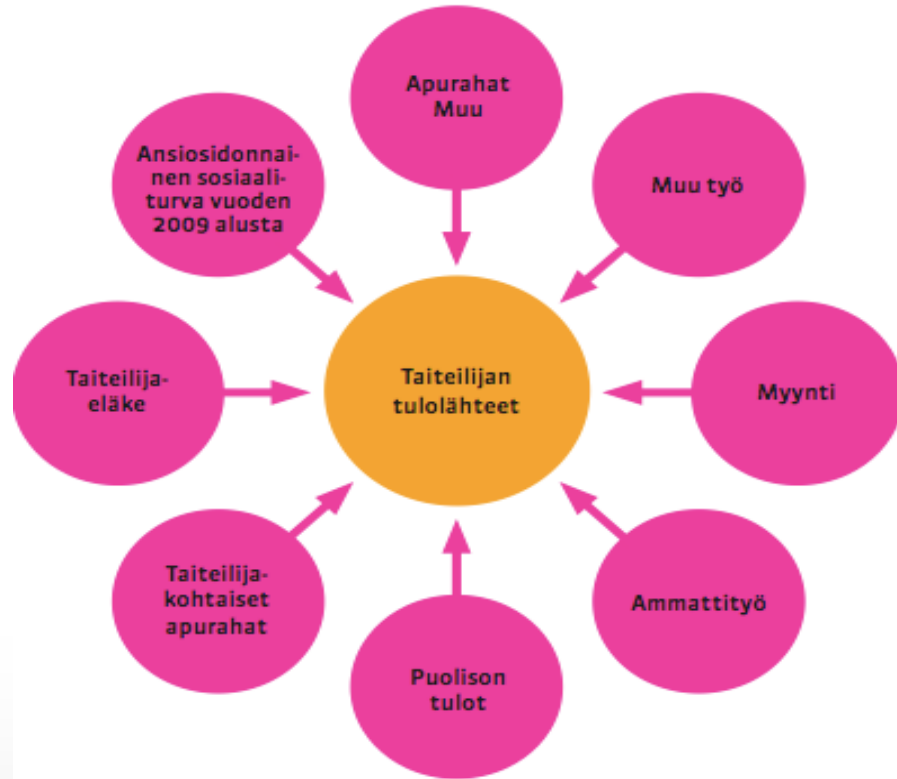
Selling art (in Finland)


- Narrow market
- Very individual buying.
- Many opinions on what's good as there are people in this room
- Quality art as a term stretches for a very small number of artists – usually represented by careerbuilding galleries.
- This however does not mean that the other arts are not interesting or good.
- The difference lies in the purpose of the work and the purpose of the viewer. (ie. Developing artistic practice, building art history or interesting commentary versus visually and technically skillful.
- Brand building and power of marketing

Art Market structure then and now (simplified)



An artists earnings logic in Finland





ArtShortCut has hence taken a
different approach

ArtShortCut

- Sells cultural production **services**
- Mainly B2B - creating a better place to work in.
- It is a limited company and works on income financing, has been set up without financing. (comparison galleries)
- Business Gallery: Rental of artist exhibitions
- ArtSpa: wellbeing via arts (TYHY)
- Producer rentals
- Artist management (Dr. Art)
- Our own productions
- Reasons for this follow....



Business Gallery

- Rent art to your business premises
- Slogan: Make your work place a more pleasing place to work at.
- Get a changing curated art exhibition to your offices (benefits)
- Example: <http://artshortcut.com/services/business/with-business-gallery/>



Potential

- New ways of working with and for artists
- A step away from the "norm", ie. gallery model and in Finland competition.
- Make it easy for the average not art- interested client to get close to art (and maybe create new buyers for the B2C market)
- Brand awareness via the arts, wellbeing, something to talk about with colleagues or clients when topics are har to find.



A market research (BG)

- To give some idea of the market (19 companies were contacted)



market

Problems

- It is not a necessary product (milk)
- Its operatively relatively big (entrepreneur, seller, operative person, artists, tech details, Insurances (expensive product), logistics.
- = For a small company with one person, I would have to sell 10 BGs/month at the price level asked. Operatively 2-2,5 day job for one person.
- For a bigger company 25-35 BGs/ month
- Competition against artist lending companies (funded by public money) – we give a better service but a hard competition
- As an entrepreneur your first concern is to be able to pay your own bills, then company bills, then development costs, marketing costs
- This is perhaps hard for people who have never worked as entrepreneurs to understand.
- Making money in Finnish creative industries is very hard. (if you do not receive any funding)



Possibilities

- with financing, great possibilities, no clear market leader internationally
- Interesting businessmodel: new to Finland.
- Everyone benefits, a true win-win situation (incl. Artist, which is new to Finland)
- Qualitative, "keys in hand" service.
- Curaterad – or client driven if strong views.
- Will take us closer to the strategic goal of "rent an artist" (A& B at its best)



Summa summarum on research

- Asked price around €450/month, to give a low threshold pilot possibility.
- Place and process: make it easier, maybe web-based
- Problem with visual arts -> experience economy
- More focus on the business targeting (company profiling)
- Financing to make the operative side more functional and streamlined (small versus big company)
- Pricing....



Value Chain

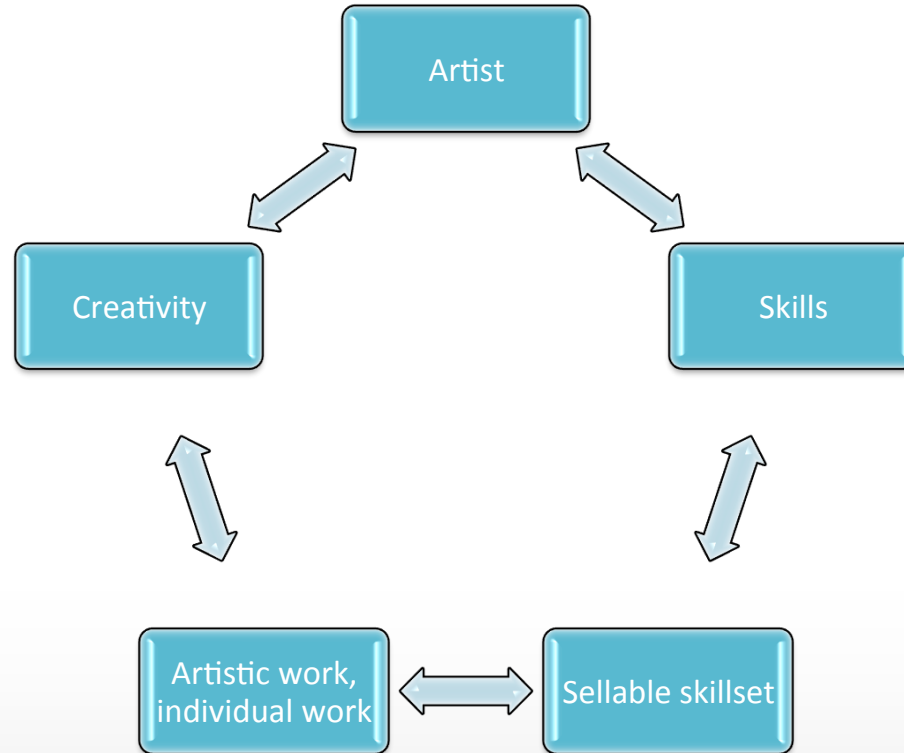


Dr. Art

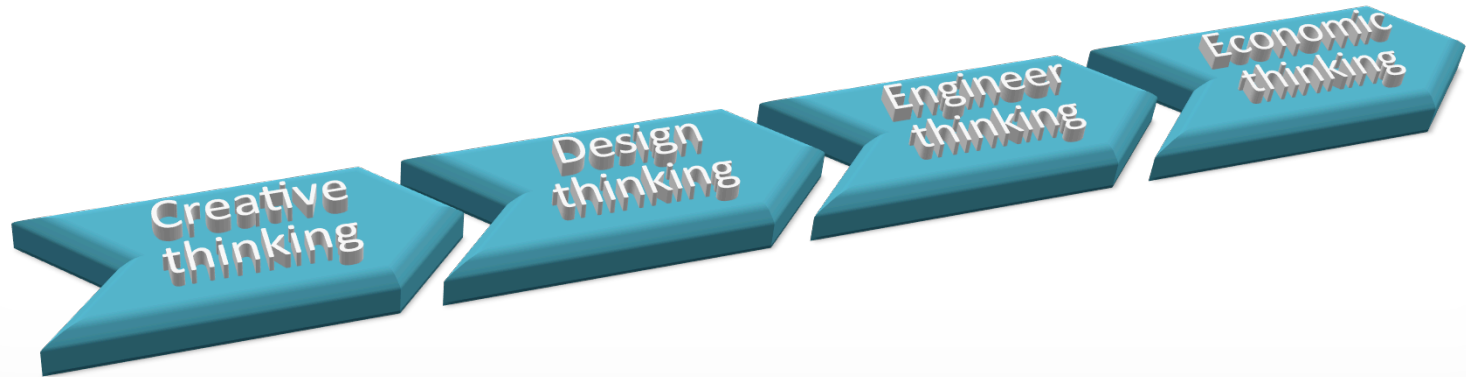


- Established 2009
- Trademark
- Develops an artists career, hourly or packaged rates
- Business consulting: Empowering the artist
- Not based on art sales or possible provisions.(agency)
- Business logic still building
- A type of life/business coach for artists
- Our belief is that an artist has a wide range of skill sets that could be used to benefit society. One of them is the understanding of a creative process.

Artistic work process



Thinking processes very simplified



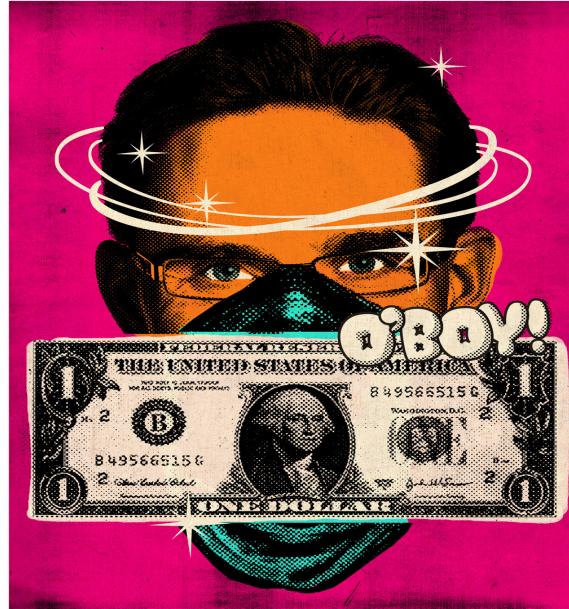


Factory Superstars

In the Warholian spirit...

*Arts we want to live
for!*





In 2010: October, May and March Factory Superstars events

(in May and March Factory Superstars went by the name of Cable Fair)



What is it?

- Factory Superstars is a mobile creative workers collective
- It shows and markets the works of local and international emerging and established artists, designers and concept creators
- Where? At specialized exhibition venues in changing sizes and shapes.
- By mixing visual artists with designers and arts & business professionals we create and enable true communication and network creation between people and professions.
- Factory Superstars was born out of the need of direct sales locations for creative workers.
- It originally went under the name Cable Fair.







- New, trying, potential successes, potential failures = the way art should be presented
- Future trends
- Enabler
- Making artists aware of the "other" side.
Selling art.

Benefits

- Fun brand
- Art, design and Arts& Business
- New, risky (low risk for them but perhaps beneficial to be involved in something like this)
- Good content, secured contact, trust in maker
- Good cooperators already signed up
- Was the cooperation actually between ASC or FSS?



Traditional exhibition made untraditionally. Artists selling their work themselves (FSS)



Cooperators in one of our projects...



KIASMA



SABA

^ / Huippu / Design / Management



RED
AND
BLUE

SABA

- SABA RY (Finnish A&B Association)
- Est. 2009
- 40ish members - growing
- Would be interesting with cross-border coop.
- www.sabary.fi (website to be relaunched)
- Companies that are members currently: Pink Eminence, ProImpro, Grape People, ArtSense, Altonova, ASC etc.



How to sell art?

Selling art

- It is a long-term **relationship** business
- As a non-necessity product the clientele is narrow
- Contemporary art as investment is tricky as the international art market is changing and the value basis of the buying clientele is transferring – more towards experience economy.
- Selling art services may be more the future
- Developing clientele is important – results may come through very long-term development
- Reputation building
- International clients and markets that are more accustomed to buying art (capital both at buyer and galleryside)
- Selling artistic thinking however will become more of necessity.
- The infrastructure and business logic of art markets must change. More developers needed.
- **ONE THING TO REMEMBER – SELLING PROCESS IS SIMILAR IN EVERYTHING. ONLY THE TIME IT TAKES AND THE PITCH CHANGES.**

SMART/DESIGN
PROCESS



Smart Design

Smart Process

The other point of view


Unconference on developing methods for the use of creative thinking and thinkers in future businesses to create a more sustainable future..

LATE OCTOBER 2012 IN HELSINKI.

A part of the official World Design Capital Helsinki 2012 Program.

ks@smartprocess.in - website opening in early february.





“If you want to make a million on
the art market, you better start
with five”

Anon.

THANK YOU!

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