

The Artist as an Entrepreneur & Career Paths

**THE SURVIVAL OF SPANISH ARTISTS IN TIMES OF RECESSION.  
STRATEGIES, RESILIENCE AND SUCCESS OF THE 21st CENTURY SELF-MANAGING ARTIST**

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**TOOLS FOR THE FUTURE:  
RESEARCHING ART MARKET PRACTICES  
FORM PAST TO PRESENT**

**December 2018**

## The precariousness of the artistic activity in Spain...

- The economic recession and how the Spanish art market suffers from it
- New ways of connecting between artists and the art market, institutions, curators...
- The 21st Century artist: supporting the structures of the art system with his/her work and economy
- How does all this affect Spanish artists?



## Identification of the problem

- Can Spanish artists live nowadays on their professional artistic activity?
  - Artists in comparison with other professionals: income, taxing, benefits...
  - Source of income: selling artworks, teaching, curating...
  - Relationship with the art market: new ways of commercial interaction...
  - New alternative marketing channels and strategies for independent artists: self-management, mixed management, new dynamics.

## Main hypothesis:

- The professional activity of artists in Spain: significant changes derived from the economic crisis, that affected their survival and altered the structures of the whole art market

## Secondary hypothesis:

- Precariousness: the need to keep alternative income sources
- The new generation of artists, professionally “born” during the recession
- The “resilient artist”: reinventing themselves in order to survive



## TWO MAIN ISSUES



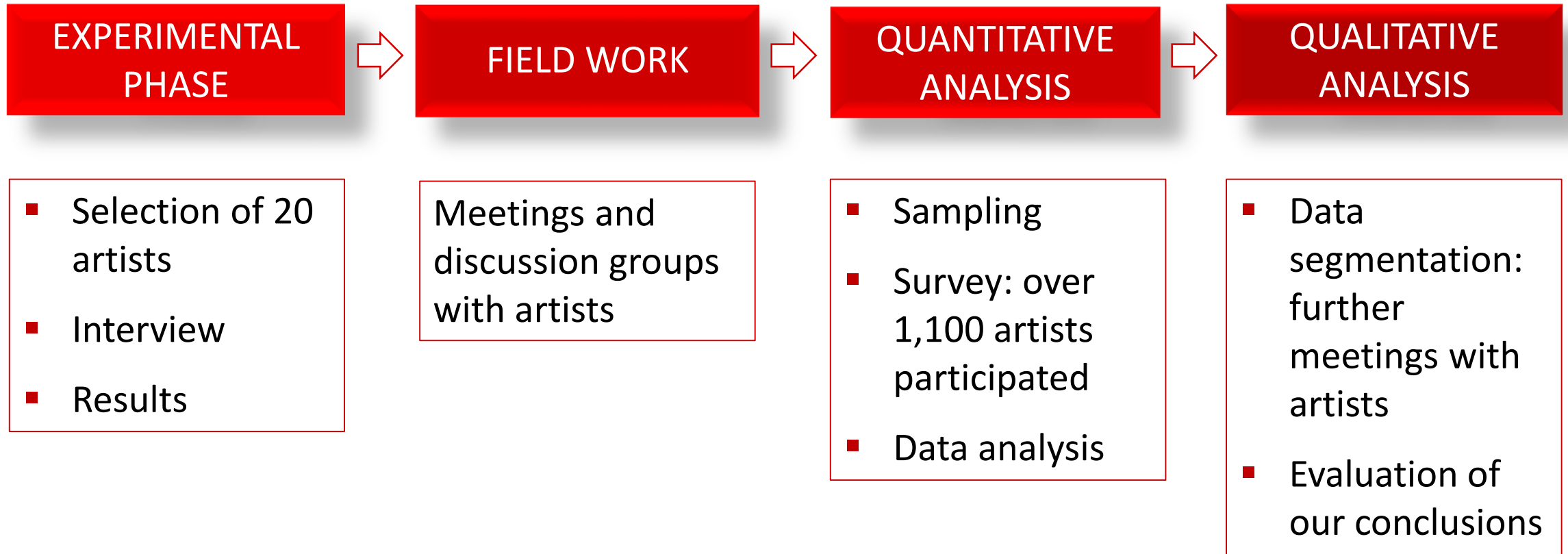
The artist as professional  
and/or entrepreneur



The current situation of the  
Spanish and global art market

# OUR SURVEY ON THE ECONOMIC SITUATION OF ARTISTS IN SPAIN

## OUR RESEARCH PROCESS: METHODOLOGY



## OUR RESEARCH PROCESS: EVOLUTION

### First edition:

- February, 2017. First substantial data contribution of data to the Subcommittee for the Elaboration of an Artist Statute, Spanish Congress



### Second edition:

- June, 2018. Includes new data from Spanish and European records, and a first quantification of professional artists. Media impact: social awareness



### Doctoral thesis:

- July, 2018. Includes professional and economic context, data segmentation, qualitative analysis. Social and academic impact.





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- **New generation of artists:** Different ways of managing their career. Self-management + mixed management. Branding and communication control. Proliferation of alternative spaces and venues
- **Resilient artists:** The paradox of the “happy artist”. Reorienting their strategies and to survive on their professional activity



## THE RESULTS OF OUR RESEARCH: NEW STRATEGIES, RESILIENCE AND SELF-MANAGEMENT

- Inverse relationship between age and gender
- Polarized and uneven geographical distribution
- High degree of precariousness: low and irregular income, low level of contribution, high dependence on alternative income and third parties, job insecurity
- Artists of "high performance": men, 30-50 years old, painters, freelancers, more than 15 years of professional activity, with stable relationship with galleries
- Only 1/3 of the artists maintain a stable relationship with galleries

**SUMMING UP...**



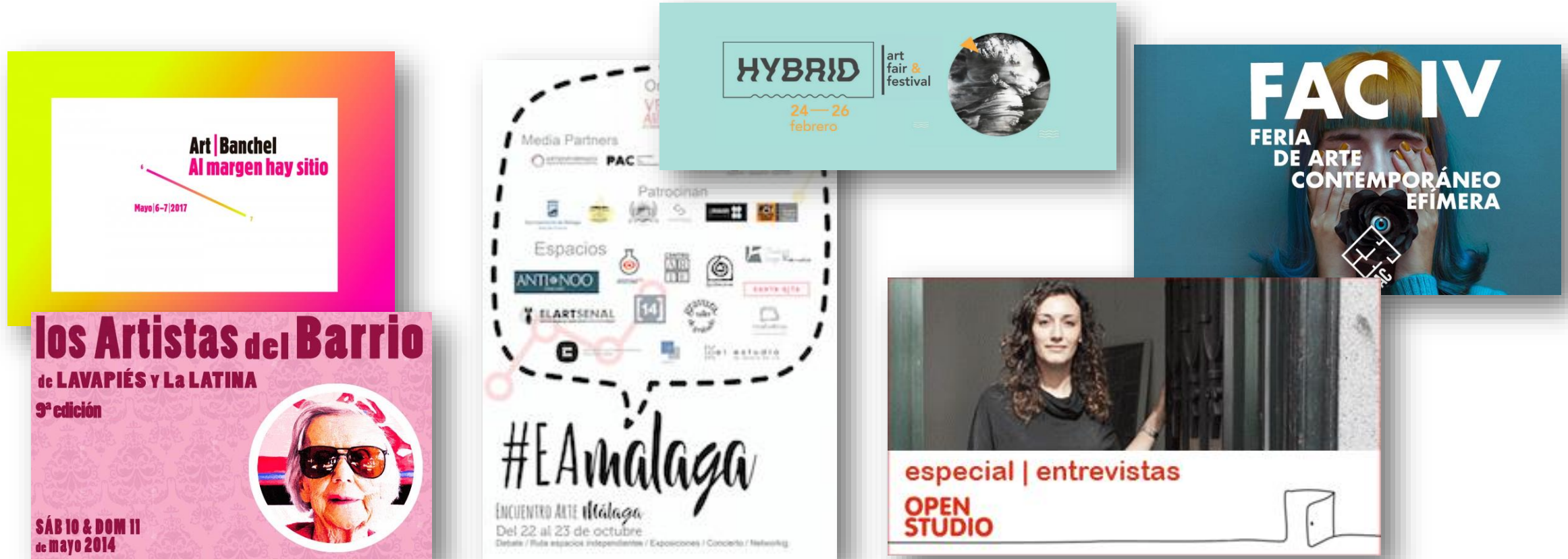
“My best selling results are coming from activities apart from art galleries. I keep control of all my communication channels and on the effectiveness of my strategies. I keep control on the rhythm and the intensity I want to reach.

¿Shouldn't we think that something is changing in the art market?”

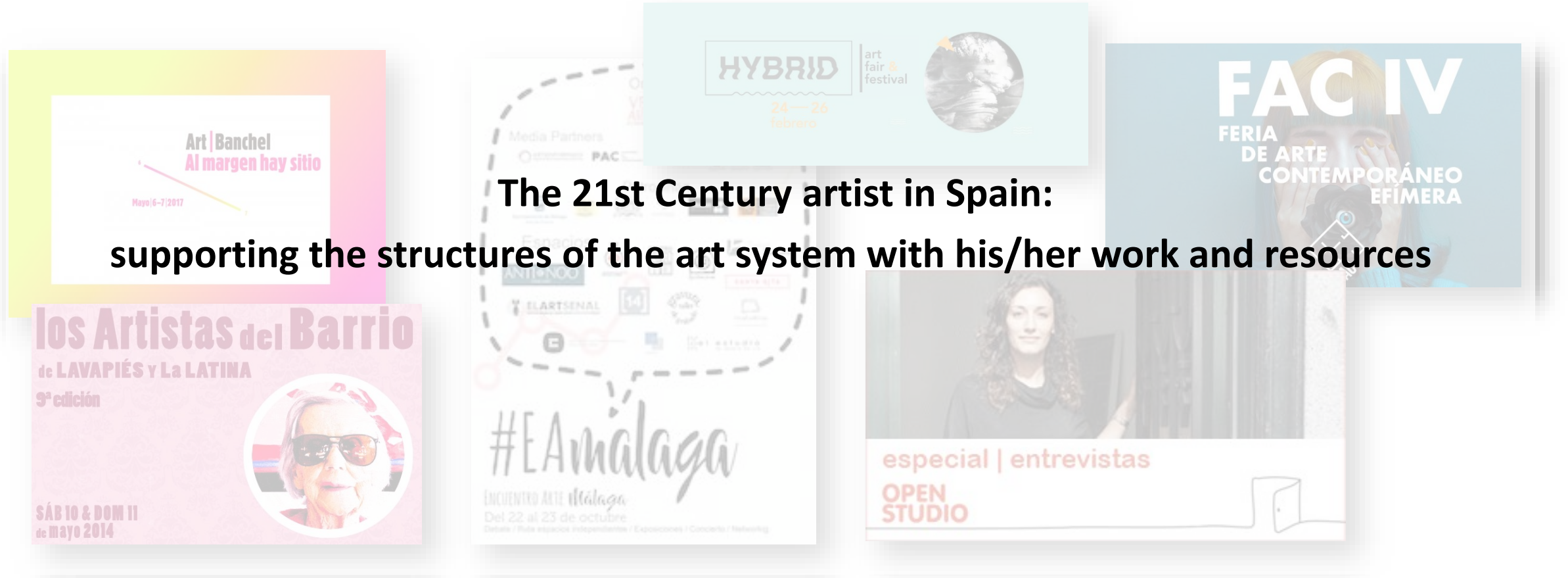
José Luis López Moral  
Photographer



## A NEW PARADIGM IN THE SPANISH ART MARKET



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**THANK YOU**

