

**THE 21ST CENTURY SELF-MANAGING ARTIST  
AND THE GENESIS OF NEW ART MARKET TRENDS IN SPAIN**

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

The formation and development of new markets

**May 2019**

# THE SPANISH ART MARKET IN TIMES OF RECESSION

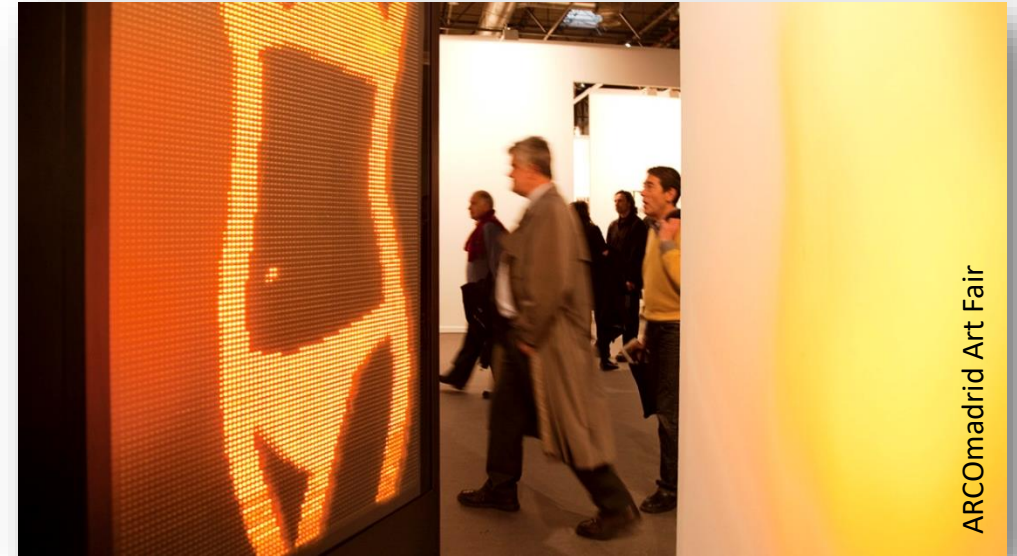
- The 2008 crisis: closure of hundreds of galleries -> The economy of artists was seriously impaired
- Lack of an updated Statute of the Artist, lack of a national recognition of the professional work of artists
- The new opening galleries cannot rely on artwork sales: they have to adapt to a new paradigm in the art market



## TWO MAIN ISSUES



How do artists survive in the Spanish art market crisis?

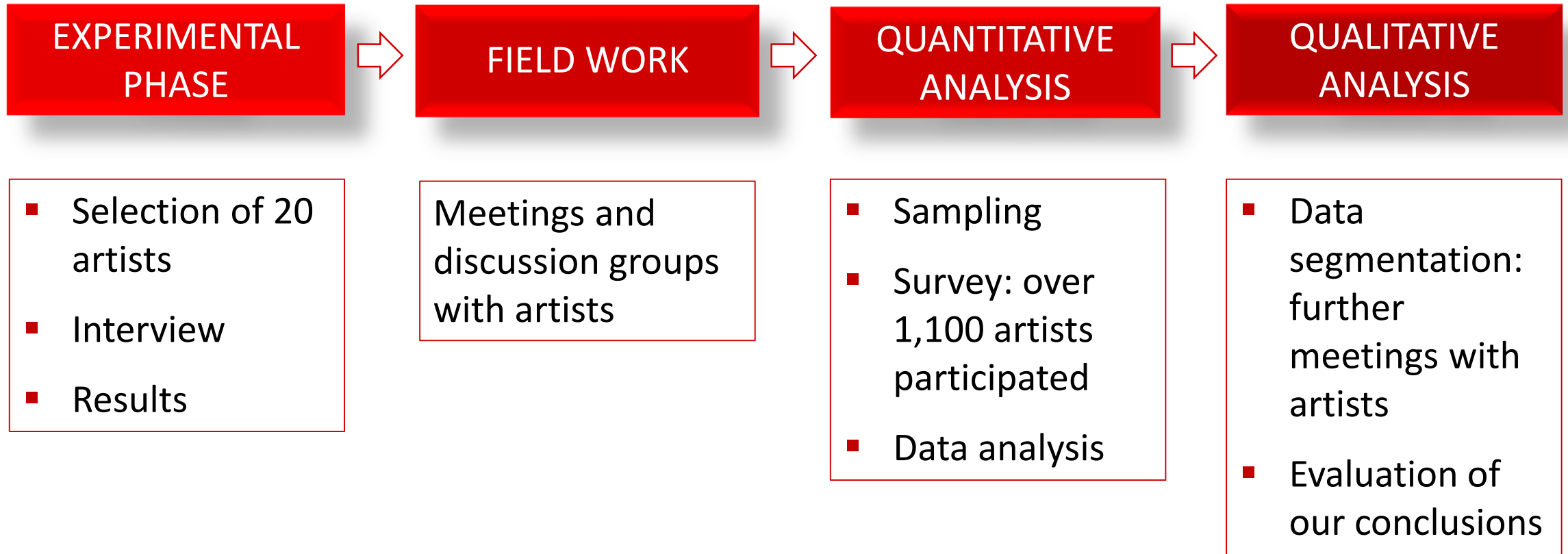


How do galleries face the new circumstances of the global art market?

# **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 to the Subcommittee for the Elaboration of an Artist Statute, Spanish Congress of Deputies



### 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.



## 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

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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



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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



NEW STRATEGIES, RESILIENCE AND SELF-MANAGEMENT...

NEW BUSINESS MODELS

## THE GALLERIES



# NEW BUSINESS MODELS IN ART GALLERIES

## Three categories

### 1.- DELOCALIZED OR GLOBALIZED MODEL

- Global clientele, no longer local
- The gallery premise prevails, but the activity becomes international: art fairs, joint ventures, institutional exhibitions, online sales
- Requires global branding, excellent communication, high investment. Provides high ROI, global network and new markets





# NEW BUSINESS MODELS IN ART GALLERIES

## Three categories

### 2.- INTERMITTENT OR ITINERANT MODEL

- No specific location, pop-up style
- Combined with art fairs attendance, showroom, office and online sales
- Requires good communication strategies, fidelized clientele and good programming



# NEW BUSINESS MODELS IN ART GALLERIES

## Three categories

### 3.- HYBRID MODEL

- Their business comes from several independent but interdependent activities in dialogue with each other
- Provides different percentage of income and image, and demands a different percentage of involvement
- Requires premises that allow both activities, excellent combined branding, digital image and communication strategies. E-commerce supports well this model



## THE ARTISTS



# NEW BUSINESS MODELS IN ARTISTS' SELF-MANAGEMENT

## Three categories

### 1.- INDEPENDENT ARTISTS

- Mixed management, all channels are open
- The artist becomes a multi-task professional
- Limited or restricted exclusivity with galleries
- Good and global branding, excellent communication



# NEW BUSINESS MODELS IN ARTISTS' SELF-MANAGEMENT

## Three categories

### 2.- INDEPENDENT SPACES: “THE THIRD PLACE”

- Laboratories of research, development, production, artistic residencies... and marketing
- Meeting place with the public and with other agents of the system (galleries, collectors, institutions, managers, critics, curators, other artists)
- They generate synergies and increase creativity





# NEW BUSINESS MODELS IN ARTISTS' SELF-MANAGEMENT

## Three categories

### 3.- INDEPENDENT ACTIVITIES

- Open studios, festivals, art fairs, artists residencies...
- They dynamize and make visible alternative and independent spaces
- They attract collectors, public and other agents of the art system, gallery owners, curators, critics
- “Strength through unity”



## CONCLUSIONS

### GALLERIES

are less sustainable, so they have to be more active, more global, more flexible, more creative, more available

### ARTISTS

cannot easily make a living on art, so they have to be more active, more global, more resilient, more entrepreneurial





**The 21st Century art market in Spain:  
artists and gallerists adapting their activity to the new paradigm**

Art | Banchel  
Al margen hay sitio  
Mayo 6-7/2017



THANK YOU

