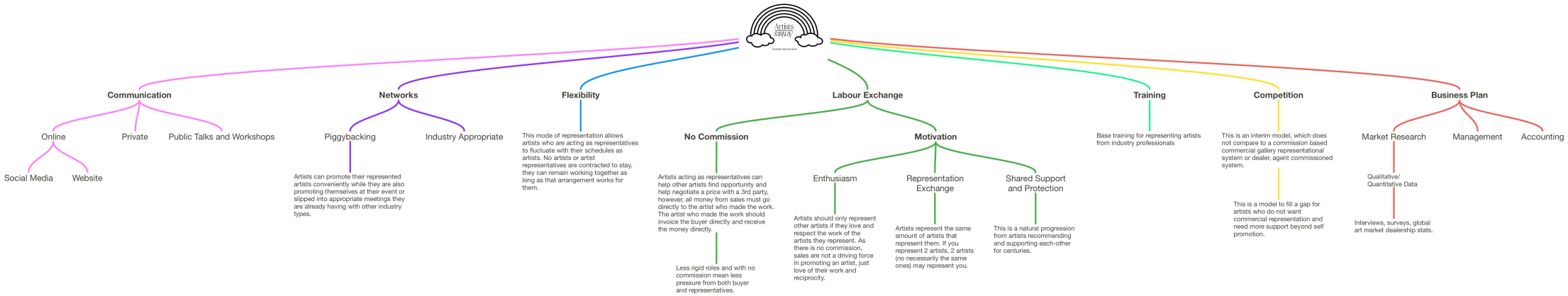
Artists Sista
Communication
Online
Social Media
Website
Private
Public Talks and Workshops
Networks
Piggybacking
Artists can promote their represented artists conveniently while they are also promoting themselves at their event or slipped into appropriate meetings they are already having with other industry types.
Industry Appropriate
Flexibility
This mode of representation allows artists who are acting as representatives to fluctuate with their schedules as artists. No artists or artist representatives are contracted to stay, they can remain working together as long as that arrangement works for them.
Labour Exchange
No Commission
Artists acting as representatives can help other artists find opportunity and help negotiate a price with a 3rd party, however, all money from sales must go directly to the artist who made the work. The artist who made the work should invoice the buyer directly and receive the money directly.
Less rigid roles and with no commission mean less pressure from both buyer and representatives.
Motivation
Enthusiasm
Artists should only represent other artists if they love and respect the work of the artists they represent. As there is no commission, sales are not a driving force in promoting an artist, just love of their work and reciprocity.
Representation Exchange
Artists represent the same amount of artists that represent them. If you represent 2 artists, 2 artists (no necessarily the same ones) may represent you.
Shared Support and Protection
This is a natural progression from artists recommending and supporting each-other for centuries.
Training
Base training for representing artists from industry professionals
Competition
This is an interim model, which does not compare to a commission based commercial gallery representational system or dealer, agent commissioned system.
This is a model to fill a gap for artists who do not want commercial representation and need more support beyond self promotion.
Business Plan
Market Research
Qualitative/ Quantitative Data
Interviews, surveys, global art market dealership stats.
Management
Accounting