

MARKETING OF ART WORKS

When you walk into a mall, hotel or plaza, you would see art works hung on the wall which makes the environment look attractive and beautiful. They were bought from artists. These artists spent a lot of time, energy and materials to produce those works. Their reward is they commendations and money they are paid by the buyers. Some other art works are used in homes or religious places. Some churches display sculpture or painting of Jesus Christ, apostles, saints etc. These art works were made by artists who have been paid to do it.

Starting an Art business

The first thing required for an art work to be produced is skill. For one who possess the skill, capital is required to start an art business. After successful production of an art work, a suitable market will be required for the sale of the art works.

Outlets for marketing Art works

Sources of funding an art business

1. Personal savings: An artist can save money to enable him start an art business.
2. Gift from friends and Relatives: One can actually be sponsored by a good friend, parent, uncle and other relatives to start up an art business.
3. Patrons/patronesses: A wealthy person may pay an artist to create a portrait or sculpture for him or her.
4. Corporate Organizations: These may include Non-governmental organizations or social welfare groups which are interested in encouraging talented or gifted people.
4. Banks: One may obtain loans from banks hoping to pay back when the art works have been sold.
5. Government: Government agencies that are interested in sponsoring local businesses could sponsor one who is interested in starting up an art business.

Ways of marketing Art Products

Art products can be marketed through the following means

1. Festivals: During state and national art festivals, or even religious festivals, artist display art works for those attended to buy. Some of those art works come in form of bangles, greetings, cards, calendar, banners, T-shirts, caps, bags and so on. During trade fair, art works are also displayed for sale.
2. Exhibition: This is a public display of various art works. If the works are not displayed, people will not know that such works exist. When art works are displayed, during an art exhibition, it attracts enthusiasts who demand to know their prices and may end up buying some of them.
3. Malls/Hotels/supermarket: Works of arts are displayed at certain sections of a mall, supermarket or departmental store for people to buy. Many hotels also purchase art works to be used to beautify the hotel environment.

The cost of a work of art depends on the

1. Cost of its production
2. Size of the work of art,
3. Transportation cost
4. Quality of the art work
5. Demand for the art work
6. Number of the art work produced
7. Materials used for the production of the art work.

Summary

Art is a source of income. To make profit from it, one needs to know certain things about marketing art products. Sources of fund for art works could come from personal savings, gift from friends and loans or government sponsorship. One could market his works during festivals or in shops/malls/hotels or during an exhibition. The cost of an art work is determined by several factors ranging from cost of production to material used.

Review Questions

1. State five Sources of funding an art business
2. Explain three ways of Ways of marketing Art Products
3. State five things that determine the cost of a work of art