

Art Market Watch Collectors survey, Q1 2021

ART MARKET – Everything online only?

Collectors long for social face-to-face interactions and value the personal contact in the art context.

A new survey amongst art collectors reveals they are tired of consuming art online. Many art collectors used online viewing rooms as a substitute for traveling to art fairs, but they prefer the various social encounters and art related talks traditional art fairs and gallery openings are offering them. In addition, during the pandemic art collectors learned that social experience, art enjoyment and art purchase do ideally belong together, whilst a lot of them expect that buying art online will become more and more common in consequence of the pandemic.

How has your overall art experience been during lockdown so far?



I concentrated on enjoying the art I have at home.

34%



I have withdrawal symptoms not being able to go to art shows and art fairs.

57%



My interest in art has diminished from all this frustration seeing art only online.

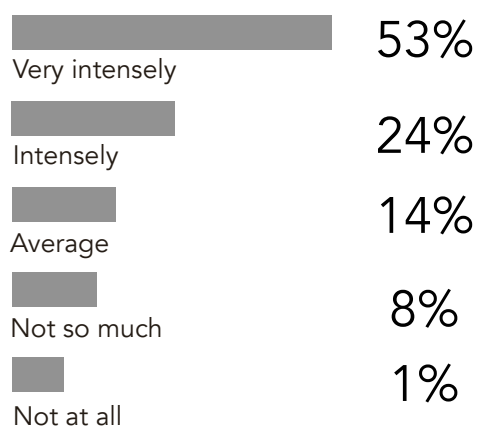
9%



77%

Missed the direct, art-related exchange and the building of personal relationships a traditional art fair offers them.

How intensely are you looking forward to being able to travel to art fairs and biennials again?



The intensity art collectors missed or dismissed art dinners, personal conversations and social gatherings with other collectors, art dealers and gallerists in the course of a traditional art fair or gallery opening was:



37%

Very intensely

32%

Intensely

17%

Average

7%

Not so much

7%

Not at all

Can online viewing rooms replace the direct and personal examination of an artwork?



No, artworks should ideally always be viewed in person.



Only partially, online viewing rooms are a weak substitute for a direct appraisal.



Yes, definitely, because an online viewing room is a new interesting art experience.

32%

59%

9%



Is a digital art fair a good substitute to a traditional one that focusses on face-to-face encounters?



75%

No

9%

Yes

Do you want an art market that is strong characterized by digital art experience and online art marketing?



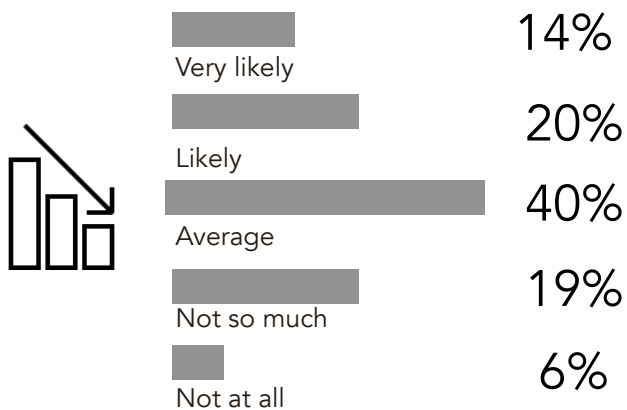
84%

No

7%

Yes

How likely is a decline in art sales via online viewing rooms with the end of the Corona pandemic?



The increase in online art sales is due to the fact that art fairs had to be cancelled and many galleries were closed as a result of Corona?



81%

Yes

13%

No

During the pandemic, many galleries and art fairs relied on sales newsletters and direct email marketing. Did this create a sense of digital oversupply for you?



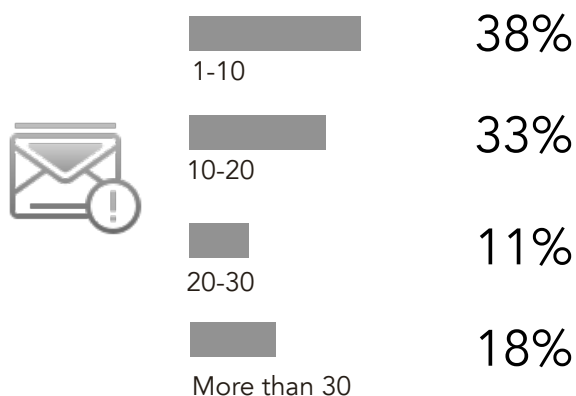
48%

Yes

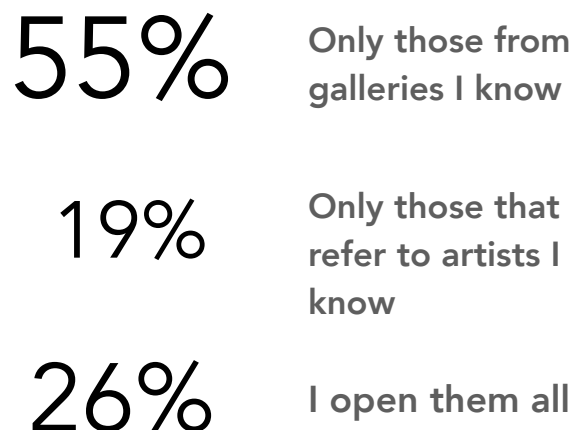
38%

No

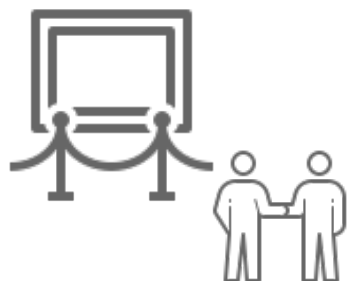
How many sales newsletters did you receive by email from galleries, online art platforms, art fairs and auction houses per week during the pandemic?



How many of them do you still open in the meantime?



Has the experience of the pandemic shown that social experience, art enjoyment and art purchase do belong together inseparably?



Methodology: During Q1 2021 Artcrater carried out a survey to over 1,155 art collectors and art buyers worldwide. The sample is global with 82% from Europe, 3% from UK, 4% from Switzerland, 11% from US and 0,2% from Latin America, and 0,3% Africa. Sample by gender with 75% male and 25% female. Over a half (61%) of the participants are focusing on collecting contemporary art, whilst 39% represent a wider interest in different collectible areas as well (such as photography, modern and impressionist art, decorative art, and old masters). The survey findings are based on the responses from national and international art collectors and art buyers surveyed through Artcraters' internal members mailing list and newsletter subscribers. Re-sends and reaction rate: 1st send-out was 36% of all recipients, 2nd send-out was 33% of all recipients, who did not react to the first send out of the survey.

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Media information and images can be downloaded directly from: <https://artcrater.com/press/>

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About Artcrater:

Artcrater.com is an online network for art collectors, launched in Berlin in 2019. The platform offers vetted members the opportunity to sell their art directly among each other in a private sale via the website. Artcrater provides collectors who want to sell their artwork a discreet and risk-free alternative to an auction sale – beyond that a private sale via Artcrater is free of VAT. In order to serve members the highest quality, Artcrater focusses on brokering artworks of the 700 most sought-after artists in the world. The offered art objects are subjected to the same verification processes practiced in auction business and art trade.