

Project 1 / Competitor Analysis

I made a competitor analysis with other artists in the area of Eindhoven to not avoid any steps when making the Branding and also to gain some edge on some elements the other artists were missing.

Here is the complete analysis:

Competitor Analysis Nat Art:

For this competitor analysis, artists with a similar style and location were chosen to see how the branding could appeal to a larger public.

Daphne Oosterlaan (<https://www.daphneoosterlaan.com/>)

- **Color Palette:**
 - The website utilizes minimalistic white, green and bits of orange color scheme, focusing on showcasing the artwork without overwhelming the viewer. The background is light, allowing the colorful artwork to stand out.
- **Art Prices Display:**
 - art prices are not visible, meaning that the site focuses on engaging visitors to inquire directly for sales information.
- **Voice and Tone:**
 - The website communicates in a professional yet welcoming manner, emphasizing Daphne Oosterlaan's active role as an artist and the availability of painting workshops. It presents her work and services in a straightforward and accessible way, inviting potential buyers and workshop participants to explore her offerings.

Natallia Kasaverskaya (<https://www.kasaverskaya.art/>)

- **Color Palette:**
 - From the initial impression, this artist's website appears to prioritize a visual-centric approach, likely with a minimalistic but elegant black and white color palette to highlight the colors of the artwork.
- **Art Prices Display:**
 - art prices are not visible, meaning that the site focuses on engaging visitors to inquire directly for sales information.
- **Voice and Tone:**
 - the tone from the website is reflective and introspective, with an emphasis on her interest in exploring human psychology and emotions through her art, discusses themes like personal freedom, perceptions, and hidden desires.

with attention to detail, texture, and color harmony. Its much more subtle about the products it is trying to sell giving it a much more elegant touch.

Atelier Ludiek (<https://www.atelierludiek.com/>)

- **Color Palette:**
 - White only with black text. Simple website, only informative.
- **Art Prices Display:**
 - Prices are not directly displayed, showing preference for direct inquiries about purchases.
- **Voice and Tone:**
 - The website is welcoming and informative, focusing on Jolanda van Hattum's accomplishments and the art workshops offered, appealing to a broad audience.

Keetje Mans (<http://keetjemans.nl>)

Wouter Venema (<https://www.woutervenema.nl>)