



How to Disrupt the Traditional Art Market

Creating an open digital art marketplace for artist and businesses

*"We are removing the barriers between artists, businesses, and societies."
- team spokesperson*

Art plays an important role in people's lives. It influences people's emotional state and mental health¹. However, artworks are often considered hardly affordable and are usually displayed only in dedicated places. It is hard to encounter art on a day-to-day basis without actively looking for it, especially during the [COVID-19 pandemic](#) when visiting public places is limited.

We at SAZANA aim to address the problem of **accessibility of visual art** related to artists, businesses, and the general public. The current art ecosystem fails to match supply and demand which results in an oversupplied market. The traditional channels for artists which help to gain visibility and customers such as galleries often have a high entry barrier. On the other hand, the public lacks connection as well as knowledge about art. Businesses and organizations need to create enjoyable and inspiring environments for their employees and customers. This goal can reach utilizing art.

Our solution is to **create a digital marketplace** connecting artists and businesses. Artists can display and commercialize their artworks and reach customers for free. Businesses can choose from a variety of artworks freely or get personalized suggestions of artwork sets for their offices. We aim to introduce an innovative trading model on the platform by allowing businesses to rent artworks from local artists which can be replaced with new ones after a specified amount of time. At the same time, we also keep the option of buying art.

As for our business model, artists will set the selling price of artworks by themselves, and the rental price per month is suggested by the platform to be at 4% of the selling price. We are going to charge **20% commission** added to each transaction on the platform.

This new art ecosystem enables **art as a service** and bears a large number of benefits for all parties involved. Artists get access to increased exposure of their artworks as well as a consistent source of income. Businesses and organizations establish a deeper connection to their employees and customers through art. Finally, the general public associated with these institutions can reach a variety of visual arts easily and art begins to be treated as something common but essential. Next to every art piece will be a small QR-code that can be scanned to get further information about the artwork and its creator.

"I want art to be less intimidating. It should be easy for everyone to enjoy." - artist

"I usually have no time for exhibitions, and now the museums are even closed. It would be great to have art in public spaces, so I can enjoy it more often." - general public

"We have a great piece of art in our breakroom. It served perfectly as an ice-breaker." - business

¹ Grossi, E. et al. (2012) "The interaction between culture, health and psychological well-being: Data mining from the Italian culture and well-being project," Journal of happiness studies, 13(1), pp. 129-148.

Our **team** is formed of professionals from different areas but with something in common - the passion for art. We are currently conducting further user research to better understand the needs of our stakeholders and to define the requirements for our digital solution. Additionally, we are working on our marketing strategy while generating our first leads. We are convinced that SAZANA can create a fair ecosystem for artists while enabling easy access to artworks for businesses.

If you are a visual artist or representative of a business don't hesitate to contact us and **help us to change the art world.**