

Art Dealer Role

Name: Marcel Hakiro.

Age: 36

Location: Sydney, Australia

Profile:

You are a lover of all forms of fine art, and have spent the last 10 years building up a business in buying and selling art. You come from a long line of prosperous art lovers and have used family money to build up your business from scratch. You currently represent about 50 artists across Australia and Asia, covering a range of styles, but mostly focussed around contemporary and indigenous art. The artists you represent work in a range of media, ranging from paintings to tribal artifacts and hand crafted objects from remote areas of Asia and Papua New Guinea.

You run a small art gallery in Sydney to sell the work of the artists you represent, and you take a commission for doing this. You also travel around Asia and purchase works of art which you then sell in your gallery, or directly to collectors and customers who buy from you regularly. You also source work for collectors, museums and other public institutions who collect artworks.

You are interested in extending your reach beyond the Asia-Pacific region, and believe that many collectors in other parts of the world may be interested in the art you sell, and you would also like to help the artists you represent to make their work available to a wider audience.

You are aware that it is possible for artists to market their work directly on web site, either individually or through the kind of site that this project proposes to develop. You are particularly interested in finding a way to add value to the artists who you represent, so that they have a good reason to want to sell their art through you, rather than individually.

You are also interested in using the new site to be able to get a better feel for the art market, and to gather information to help you to set appropriate prices to sell the work that you buy, and also to know how much to offer artists when you buy their work.

You think it would be very convenient to buy art work on line, but you are concerned about the authenticity of the work, and would like to know how one could ensure that the work being bought is authentic, original and obtained legally, without viewing it face to face.

