

Artist Role

Name: Ursula Brown.

Age: 47

Location: Auckland, New Zealand

Profile:



You are a well-regarded and successful sculptor, having been creating and selling sculptures for 15 years. You have created very large sculptors for exhibition in sculpture gardens, as well as much smaller sculptures suitable for display in homes or museums. Most of your sculptures are static, but some include moving parts, light displays and sound, and some are interactive.

You currently sell most of your sculptures through exhibitions in small, local galleries, and by completing commissions, mostly for businesses and public organisations to create sculptures in public spaces. Currently, your customers are mainly local to Auckland, but you have completed some commissions in other parts of New Zealand.

Having recently travelled to the US and Europe, and seen a number of different opportunities for marketing your work, you are interested in a vehicle to make your work globally available for private and public customers, and also in advertising your availability for commissions. You are interested in the ArtSpace project as a way to do this, but would particularly like to ensure that the full range of your work can be conveyed to users of the system. You are concerned that they will not be able to experience the 3 dimensional, movement, sound and light aspects of your work. You are aware of some large art sellers who use online systems, but generally have found them better suited to painters who create static, 2-dimensional work. You are also aware of several other artists who are interested in the idea of selling their work on line, but have the same concern. For example, your husband is a furniture designer and is concerned that his work could not fully be appreciated via an online forum, and a close friend who lives in Australia creates hand crafted paper and tapestries, and has similar concerns.