

Online Art Sales? – artmarketblog.com

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Has ArtViatic Revolutionized Private Online Art Sales? – artmarketblog.com

The creators of new art market startup

ArtViatic believe that they have

revolutionized the art market with their online private platform for the sale of artworks valued at over

EUR150,000.00.

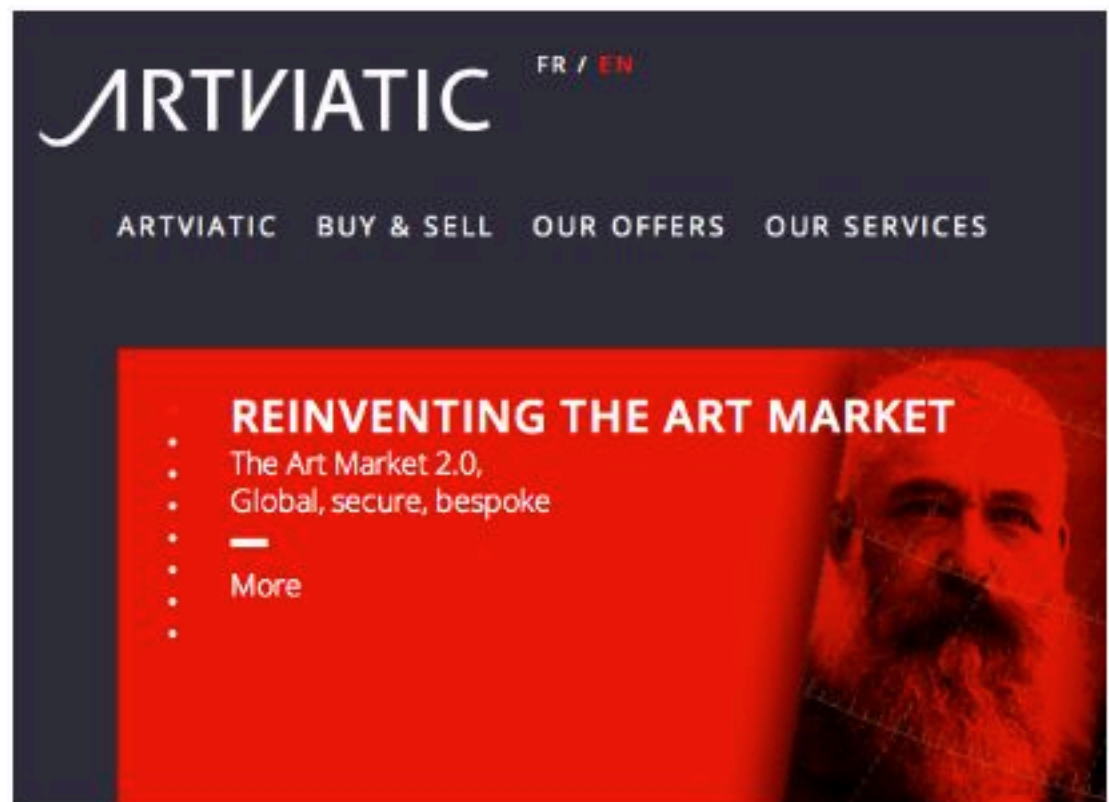
Although the concept might not appear revolutionary, the

successful execution of such a service has eluded the art market until now.

For collectors and investors who wish to avoid the high commissions of the auction market and do not want to relinquish control of the negotiation process to a dealer or broker, there have been few options available.

What ArtViatic offers is a way of avoiding the need for a middleman altogether in a totally safe, controlled, transparent and dynamic 24/7 environment that has been designed specifically to facilitate the sale and purchase of fine art online.

By focusing on the niche of Impressionist, Modern and Contemporary works of art that have been authenticated, certified and valued at over EUR150,000.00, ArtViatic should be able to avoid the potential danger of facilitating the sale of questionable works of art – a factor that has prevented other entrepreneurs from launching similar platforms.



A strict authentication procedure is overseen by a range of specialists employed by the company who analyze and verify the identity of each work. Each work is also checked against the Art Loss Register and Interpol Database of Stolen Art.

Antoine Van de Beuque, the President and Founder of the company, is confident that his business model is going to be a success. “As long as the item can be traced and authenticated, nothing will stop this process,” he comments. “This is the future of the art market, for auctions and private sales. If we want to stay in the race we, as art dealers, have to come to terms with this. And move with the times.”

According to a company representative, Artviatic already has a number of clients ranging from banks to collectors to galleries and hopes to attract a wide variety of different buyers and sellers from all over the world including dealers, institutions (banks, foundations, museums, investment funds) and artists.

Although the business model is internet based, clients will please to know that they will still receive the same personal and tailored services offered by the major auction houses such as appraisals, valuations, insurance, private viewings, shipping, etc.

If you are thinking that everything ArtViatic offers is going to cost more than the service is worth, you would be wrong. The lowest commission rate in the market of 3% for both buyer and seller, in addition to the minimal membership fee, makes the service an attractive option from a financial perspective. If a seller has not received a suitable offer within the four-month period, their work of art will be automatically removed from the ArtViatic catalogue. Sellers can then request a renewals should they wish to relist their work of art on the site.

One of the biggest concerns that potential clients are likely to have is in relation to security – but clients can rest assured that they will be kept safe by the latest security standards and advanced security technology.

Security features of the site include an escrow account to safeguard transactions, advanced data protection as well as the use of anonymous user ID's that protect the identify of both buyer and seller.

According to Van de Beuque, “ArtViatic throws down the gauntlet and creates a platform where collectors can converse in the utmost security and privately buy and sell exclusive works of art, without any pressure from third parties and at significantly lower costs.”

He has every right to be confident as his creation has all the features and characteristics that investors and collectors will be looking for. The question is will such a revolutionary art sales platform be able to attract enough clients to be profitable?

****Nicholas Forrest is a Sydney/London based art market analyst, art consultant and writer. He is the founder of the Art Market Blog (artmarketblog.com) which offers independent commentaries as well as research and analysis on the current art market, and has recently been published in Fabrik magazine, Verve magazine, Visual Art Beat magazine, Australian Art Collector magazine, Art & Investment magazine and many others. Nic has made several radio appearances (both nationally and internationally) as an art market expert and has received press from the likes of the New York Times, Conde Nast Portfolio and Times of London.**