

Interview with ArtViatic

Galleries HQ works with an increasing number of artists and galleries around the world. Recently we had the chance to meet the folks from the european art organization, [ArtViatic](#), based in Monaco. We spoke with Head of Communications Anne-Hélène Decaux about their unique company as well as their perspective on art valuation.



Tell us about your organization. What's your mission?

I am the Head of Communications of [ArtViatic](#), the first online platform for peer-to-peer private sales. We essentially constitute a network for collectors who value confidentiality, security and speed. Our selection criteria are rather unique as we only present paintings, sculptures and works on paper by impressionist, modern and contemporary masters estimated at over 150K euros. "Only masterpieces" I would say.

Furthermore, [ArtViatic](#) is not only a website but a bespoke subscriber service that accompany collectors every step of the way, from valuing their works to securing their transactions through escrow accounts and organizing private viewings to physically see the works.

What factors do you consider when evaluating artwork?

Many! The more factors you consider, the closer your estimate gets. If I was to name only a few, I would say signature, date, medium, size, subject matter, scarcity and condition. But the type of sale, the location of the sale could also be considered as key price determinants.

What can artists do to increase the value of their work?

This is a funny question, as I consider that artists shouldn't try to increase the value of their work. They should concentrate on their work, try to improve it and be inspired. It's the galleries who have to try to increase the value of the work of the artist they represent. In order to do that, they should organize well curated shows, publish catalogues, have important critiques write about their artists, show them in

international fairs, try to co-produce museum exhibitions featuring the work of their artists and of course, try to sell their art to top collectors, foundations and institutions.

How does technology affect how you connect with buyers and artists?

Today, the art market is global and new collectors have stepped into the limelight. With the spread of the internet, this has become irreversible. In the web 2.0, the players of yesterday have to adapt to the new media (online auctions, fairs, collections...). The internet helps us to reduce the gap between demand and supply and I believe this is the right path.

Our platform, which allows for peer-to-peer sales without intermediaries or pressure from a third party, couldn't exist without the web. Technology helps us here to bring collectors, dealers, institutions and artists together.

What trends in art valuation to expect to see in the future?

I think that the location of the sale is going to be less and less important. These days, the internet provides a huge amount of information. Everyone knows everything about everything and everything leaves a trace. Whether you're an enthusiast or professional, all you have to do is subscribe to certain given websites to obtain real-time information about sales, sale prices, unsold works, etc... So whether a work is put for sale in New York or in Beijing, people will know it and the valuation of the piece wouldn't change according to the location of the sale.