



Executive Summary

Art is an integral part of the human experience. The urge to study, research, understand and apply art has been a necessary goal for centuries. The amount of information and knowledge about art is expansive and grows with every generation and every new art movement. The research and education process is essential to the creation of new art and the industry itself.

Artists must maintain a rooted grasp of art and its history in order to create. Curators, educators and historians spend a significant portion of their careers researching art; its trends, its impacts, its significance, its contribution. This research contributes to the universal knowledge base. Gallery owners, art brokers and collectors also rely on information and knowledge of art to effectively communicate, discuss and contribute in a profitable art market. Accurate information is imperative for the success of the art industry, a high-end market.

In both the non-profit sector and the public sector, time is limited and valuable information is a prized commodity. Art Information Guild brings its 18 years of art and research experience to aid art professionals in the ongoing quest for information in order to perpetuate the creation and understanding of art.

Art Information Guild offers a service that is new in the art market. It provides tailored information to clients to prepare them for decision making. We are prepared to approach any art topic; services are not limited. Art Information Guild is an information brokering service for the art community; we will not offer consulting services.



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1.0 Mission Statement

Art Information Guild will provide in-depth, accurate, unbiased, timely information in usable formats that are client specific. The company will be an active and essential participant in the art world by creating, synthesizing and sharing knowledge.

2.0 Services

The name of the company comes from medieval art guilds that housed master painters who taught and subcontracted parts of work to students. Oftentimes, guilds decided what was to be produced and at what price. They were vanguards; they determined what was important and molded the evolution of techniques and trends. This name was chosen to recall the camaraderie and collaboration that has been ever present in the art world. We believe it to be a name that people in the art market will understand and appreciate. It will instill a sense of alliance.

Art Information Guild brings 18 years of studio art and art history experience to serve its customers. Our educational and professional backgrounds in Art History/Art Studio allow us to speak the language of the art world and our Masters in Library Science and Information Management give us the research advantage necessary to offer skilled information retrieval. These experiences enable us to maximize all art resources and critically view current trends and theories to create custom tailored information for those in need.

Art Information Guild will retrieve information and present the findings in efficient and attractive packages. These services will be useful to private sector art professionals such as art galleries, personal and corporate collectors, art buyers and art consultants. These same services are also available to those in the non-profit sector such as special librarians, art historians, educators and Doctoral candidates.

Our company will create individualized packets for the needs and interests of each client. Services include, but are not limited to: current market analysis; information about a specific piece (history, sale price, purchase price), artist or movement; regional, national, international trends; up and coming talent; economic demographics; document retrieval. Art Information Guild is equipped to furnish a variety of information formats, delivered according to customer wishes.

Other companies offer various general research reports on the art market. Art Information Guild will assess these reports, glean appropriate content and couple the results with other research to create customized, client specific results. We will provide



research that fits into the continuum of art history; we will not rely on the market to drive our valuations.

Art Information Guild believes that art consumers want to be knowledgeable about potential purchases as well as their current collection. We offer specialized, content dense information in a format that is enjoyable and educational to any level of art appreciators. This service will serve to inform collectors as well as give them a knowledge base that is invaluable. This same experience and customization is offered to special librarians, museums professionals and those in academia.

3.0 Market Analysis Summary

Art Information Guild's primary target market is art professionals seeking information regarding art in an economic, historical, international scale. This is the population most likely to need assistance in research and willing to pay for quality service, having both the means and desire for professional information brokers. Our specific target market of art professionals includes art consultants, art historians, art educators, doctorate students, corporations, museums and galleries, and others in the art market, such as competitive collectors and dealers.

Art professionals need information in order to talk about art, write about art, sell and buy art, and to teach about art. Information can be specific to one piece, one artist, an artist movement, an art era, a type of art, an art trend, market and industry analysis, etc.

In order to stay abreast of the art scene, we will maintain the latest art databases and trade magazines. We will develop a relevant, up-to-date library. We will join trade associations in the art world and research scene, as well as attend conferences offered by both. We will attend art exhibits and talks around the world, and maintain contacts with the most influential art schools in the country and abroad.

The partners of Art Information Guild will rely on networking via associations by offering seminars that define a service our clients need. These seminars will expose our business and its potential that are perhaps not yet recognized. We will network at the museum/gallery exhibits, auctions, institutions and lectures we attend. We will follow up any inquiry, or personal contact meeting, with an informational kit. We will offer a Web site, in addition to our association affiliations, as testament to our validity as a reliable research institution. We will send out a monthly newsletter that offers relevant information to keep subscribers abreast of recent topics. The newsletter will also help keep our company in the minds of its readers. Our company offers an unbiased, art historical approach to in-depth information retrieval. Art Information



Guild's fresh and innovative products will be an essential tool in marketing and exposing our services.

Typical pricing is \$120 per billable hour. Billable hours include time spent speaking with client, travel and research. Travel expenses, acquired database fees and any extra fee acquired are added to the hourly rate. During the initial client interview, a not-to-exceed payment can be negotiated with the understanding that it is our time that is billable and not the information discovered.

3.1 Industry Analysis

Art Information Guild operates within a unique range. The life cycle of art sales and acquisition is insulated. While effected by economic turns, the sale and purchase of fine art and antiques may ebb and flow but will always exist as a tax break option for serious collectors in a stale economic market. Art Information Guild is strategically placed to offer services to private and public sector clients, ensuring economic viability and success. The potential client base for Art Information Guild is international in scope and expandable by nature.

The target market for our business is large and varied. It has been established that potential clients exist in the private and non-profit sectors. An extensive search was done to unearth potential competition to Art Information Guild. The services that are currently available to this audience exist on the periphery of what Art Information Guild will provide. Many art consulting companies were found. Art Information Guild is a brokerage, not a consulting service. We provide accurate, timely, formatted information to art consumers, professionals and academics. We enable our clients to make informed decisions; we do not make those decisions for them. We allow the client to take control, providing a knowledge base as well as consumer confidence.

The search also uncovered many sites with market trend information and artist and artwork databases. This information is by subscription only. These are the types of databases that Art Information Guild will search and return aggregated information for our customers.

A challenge that Art Information Guild will face is gaining the trust of the consumer. Art Information Guild believes that many collectors wish to make informed, self-reliant decisions about their art acquisitions. We must demonstrate to them that our art and research background are worthy of their trust.

It is possible that the organizations now viewed as competitors could become clients in the future. Art Information Guild supplies unbiased, repackaged, academic research



that would benefit art appraisers and brokers, consulting organizations and forgery examiners alike.

4.0 Strategy and Implementation Summary

Art Information Guild provides the highest quality, in-depth art research. In order to maintain a competitive edge, we will exercise and hone our research skills as well as be active and contributing members of the national art scene. This will enable us to bring the most recent and applicable information to our clients and thus ensure customer satisfaction and constant growth and development.

4.1 SWOT Analysis

Strengths

- 18 years art experience plus 5 years research experience
- Top-of-the-line specialized online research materials
- Active members of leading professional trade organizations
- Diverse client base
- Competitive price for quality and customized research
- Convenience
- Provide clients an opportunity to expand art knowledge
- No known direct, specific competition

Weaknesses

- New idea to industry, must market relevance
- Potential to rely too heavily on one core client
- Vastness of art scene, quantity of art information
- Small staff

Opportunities

- Art remains an active commodity even in economic hard times
- International scope
- Expanding client base
- Art is everywhere, art is forever evolving
- Only provider of particular services

Threats

- Client does not pay
- Potential for lawsuit
- Increased competition, other information services recognizing the niche



- Resistance to new ideas/approaches

4.2 Competitive Edge

Art Information Guild is strategically placed. Its timely arrival will give it a competitive edge above others who will undoubtedly follow suit. Paula Davidson and Jennifer Madrigal both hold specially crafted educations and skill sets that competitors will find difficult to match. Operating on a global scale will provide an ever-broadening field and launch Art Information Guild to success.

5.0 Management and Organizational Plan

Art Information Guild is a limited liability partnership between Paula Davidson and Jennifer Madrigal. The company is a limited liability due to the high risks associated with being a new business. In addition, a limited liability partnership allows us to hire employees or to subcontract work out as needed, or to perhaps sell the business one day.

Art Information Guild will assess the organization once a year in order to ascertain the market and industry and to see where the organization has been and is heading. We will then adapt its business to the changing needs of the market and its clients.

Paula Davidson holds a Bachelor of Fine Arts/Conservation from the University of Denver and a Masters in Library Science and Information Management from Emporia State University. Jennifer Madrigal possesses a Bachelor of Fine Arts in Photography/New Media from the Kansas City Art Institute and a Masters in Library Science and Information Management from Emporia State University.

Paula Davidson and Jennifer Madrigal will share the responsibilities of managing Art Information Guild. The responsibilities include procuring clients, marketing, office management, the researching of projects, etc. They will pool their strengths to better serve the business and its clients. The partners balance the strengths and weaknesses of one another. Paula will focus on business logistics and Jennifer will focus on the Web site and the design of marketing materials.

Art Information Guild will operate from our homes, where business will be conducted. We will also rent an office time-share building. The official address for Art Information Guild will be the time-share office building. Client meetings and business functions will be hosted here. The business will have a Web site, business letterhead, business insurance, insurance for the partners and their families, office supplies, professional



databases, etc. for running the business professionally, and an attorney for establishing business disclaimer/client contracts and any other necessary documents.

The business will have 45 billable weeks a year based on a 40-hour workweek, of which 25 hours will be billable. The seven weeks left in the year allows for two weeks vacation per partner, one-week sick time per partner, holidays, and time for professional conferences. The expected overhead is \$22,000.

- \$10,000 – office and technology supplies, legal fees, insurance (company liability, personal health and life)
- \$2,700 – time-share office rental
- \$7,300 – travel, association and conference fees
- \$2,000 - magazine and database subscriptions

Each partner expects to make \$65,000 in the first few years as Art Information Guild is establishing a clientele. Based on salary expectations and the overhead costs, Art Information Guild will begin by billing \$120 an hour. If the occasion arises, flat fees for special projects may be decided on a client-to-client basis. It is expected that as the business progresses, rates will go up due to Art Information Guild's experience and basic inflation. The projected hourly rate will rise to \$175 an hour.

6.0 Supporting Annotated Bibliography

Batinic, Bernard. (2005). Information strategies of fine art collectors, gallerists, and trendsetters. *Empirical Studies of the Arts*, 23, 135-152.

Strategies and information sources used by galleries and other art professionals are explored. Models of trendsetting based on knowledge about art are proposed.

Blaug, Mark. (2001). Where we are now on cultural economics. *Journal of Economic Surveys*, 15, 123-143.

Blaug addresses economic history of the arts, taste and taste formation, supply and demand and theoretical and empirical progress in cultural economics.

Clarke, Irvine, III., & Flaherty, Theresa B. (2002). Marketing fine art on the internet: Issues and ideas. *International Journal of Nonprofit and Voluntary Sector Marketing*, 7, 146-160.

Looks at which segment of the art world really uses the Internet to buy, sell and learn.



Cowen, Tyler, & Tabarrok, Alexander. (2000). An economic theory of avant-garde and popular art, or high and low culture. *Southern Economic Journal*, 67, 232-253.

Authors use a model of market supply to consider economic forces in the art market; how growth and taxation affect different kinds of art.

Lampel, Joseph, Lant, Theresa, & Shamsie, Jamal. (2000). Balancing act: Learning from organizational practices in cultural industries. *Organizational Science*, 11, 263-269.

The challenges that face cultural managers are explored. The authors believe that knowledge and creativity are essential to maintaining a competitive edge in the ambiguous and dynamic field of aesthetic industries.

7.0 Appendices

7.1 Art Information Guild Disclaimer

Please see attached

7.2 Art Information Guild Business Brokering Contract

Please see attached

7.3 Art Information Guild Partner Resumes

Please see attached