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Mastering the Art of Pricing: What the Textbooks Don't...

The Keys to Art Pricing New Collectors Need to Know. Rob Sharp. Dec 29, 2015 2:00pm. Valuing an artwork can be a subjective affair. It demands a detailed understanding of an artist's career, factoring in nebulous shifts in taste along with economic variables like supply, demand, and the vagaries of the global economy. So what matters most?

The Secrets of Art Pricing New Collectors Need to Know - Artsy

This is my preferred method of art pricing, as it is consistent and easy to determine. The most common variable based pricing strategy for art is \$X per square inch. For example, if I had a painting which is 12x16 inches and I wanted to charge \$2 per square inch,



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the price of the painting would be \$384 (12x16x\$2).

## How To Price Your Art Plus A Look At Different Pricing ...

Even before embedding yourself in the art community, you can learn some basic guidelines that typically inform an artwork's price. While there are no hard-and-fast rules, said Rebekah Bowling, specialist and head of the New Now 20th century and contemporary art auction at Phillips, unique objects (such as a painting or sculpture created by hand) tend to cost more than editioned works, such ...

## The New Collector's Guide to Understanding Art Pricing - Artsy

Pricing artwork involves a bit of snooping around. You should spend

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some time familiarizing yourself with other artists making pieces similar to your own. Cruise their online portfolios to check out the details of their work—and the pricing. There are a few areas you should consider, especially:

## How To Price Artwork So It Actually Sells

Fundamentally, pricing is about positioning your product. A premium price suggests quality, reliability and even snob appeal. Why else are luxury handbags at £900-plus selling like hot cakes in Burberry and Mulberry?

Related: [The art of pricing strategy.](#)

Product positioning is especially important if you have a range of products.

The art of pricing - Growth Business Art Marketing □ The Pricing Part of the

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4P's - Pricing Strategies. If you are following this series of articles on the basics of Art Marketing you already know that a traditional way to describe marketing is called the Four P's. The Four P's are: Product, Price, Place (Distribution) and Promotion. In the first article on pricing Art Marketing - The Pricing Part of the 4P's - The Basics we took a look at the basics of pricing your art to give you some food for thought to ...

Art Marketing - The Pricing Part of the 4P's - Pricing ...

This is a term used by auctioneers (or artists) for a price below which they will not sell. Art for sale which does not reach the reserve price is usually withdrawn from sale - whether the sale is on eBay or at Sotheby's. A reserve price is not always disclosed to the

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Terminology and Formulas for Pricing Art - Art Business ...

The top-selling artists Driven by solid international demand, American artists dominate the high-end market, followed by Chinese artists supported by their effervescent domestic market.. 64% of Contemporary Art auction turnover from 50 artists. More than 71,000 works by nearly 22,000 artists were sold in the 12-month period but while the Contemporary Art market may be extraordinarily ...

The Contemporary Art Market Report 2019

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and indices of paintings, drawings, sculptures, photographs, prints and multimedia collected from 6,300 art auction houses worldwide.

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If you start at a low price some may take that as a sign that the artist has low confidence, but a high starting price shows ambition. However, use common sense and don't start on a huge number that will put potential buyers off. Keep in mind a professional hourly wage rather than minim wage - to create art is skilled work! Protect Your Prices

How to price your artwork | Cass Art  
Pricing a new issue is an art, not a science. However diligent your research, your eyeballing of the

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