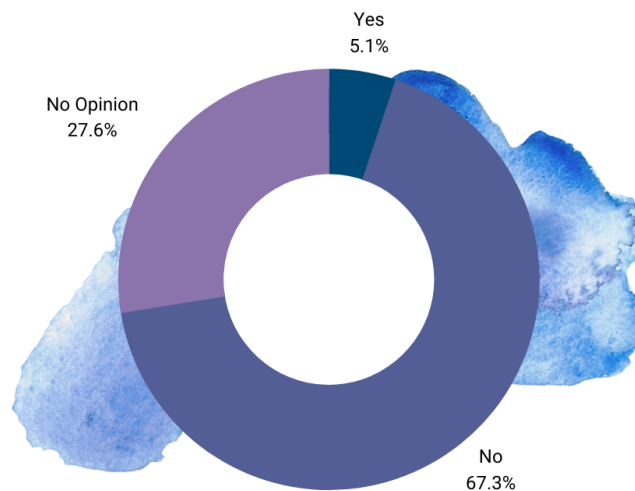


Virtual Events

from the artists' point of view

Have you been satisfied with the virtual festival model?



Key Reasons

- The size & scale of 3D artwork is hard to convey.
- Virtual events can be technologically challenging.
- Some virtual events are set up like online listings and do not offer the same experience as a full event.
- There is less of a perceived time limit for purchasing artwork.
- It's harder to connect with buyers online.
- The level of effort needed is not equal to the results.

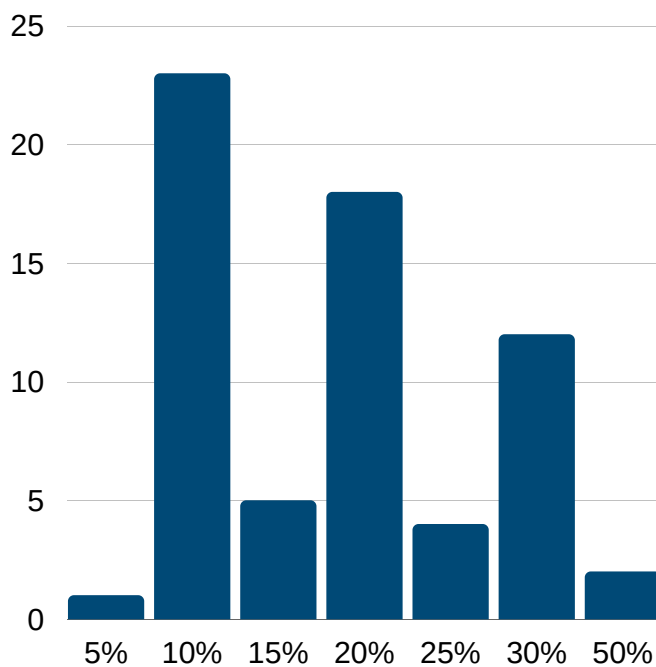
Virtual Events

from the artists' point of view

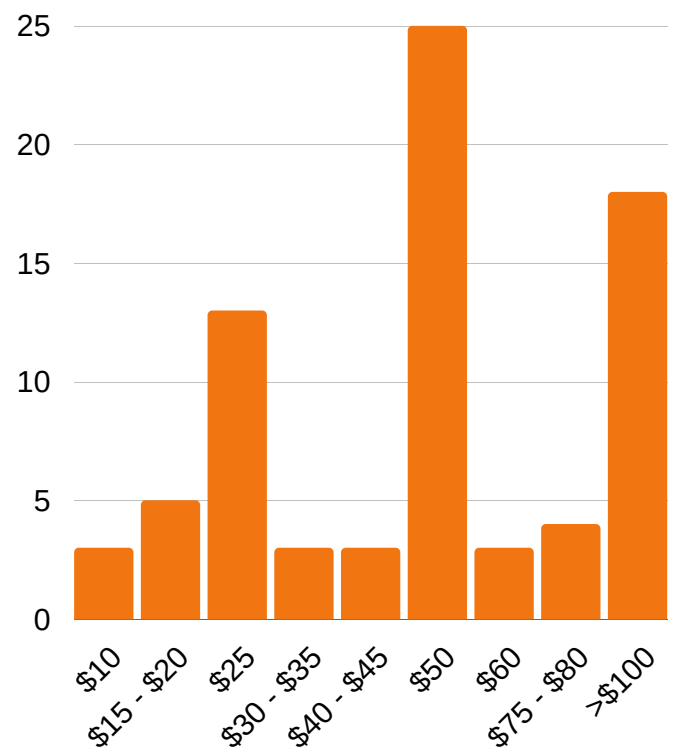
Fees Charged

The majority of events did not charge a fee or commission to participate in their virtual event and some artists indicated they would not participate in events that charged a fee. Other artists had a cut off of around \$25. The reported fee breakdown is below:

Commission Rates



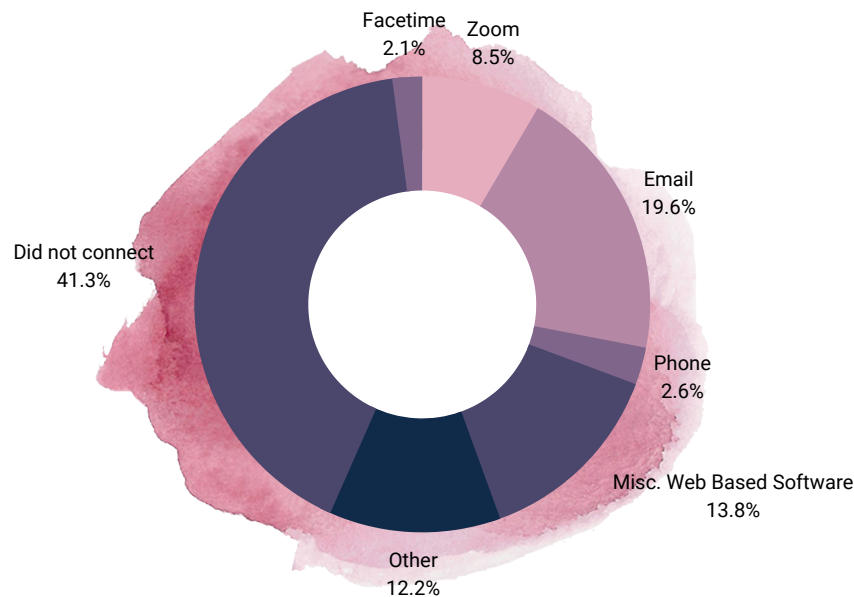
Upfront Fees Charged



Virtual Events

from the artists' point of view

How did you connect with the buyer?



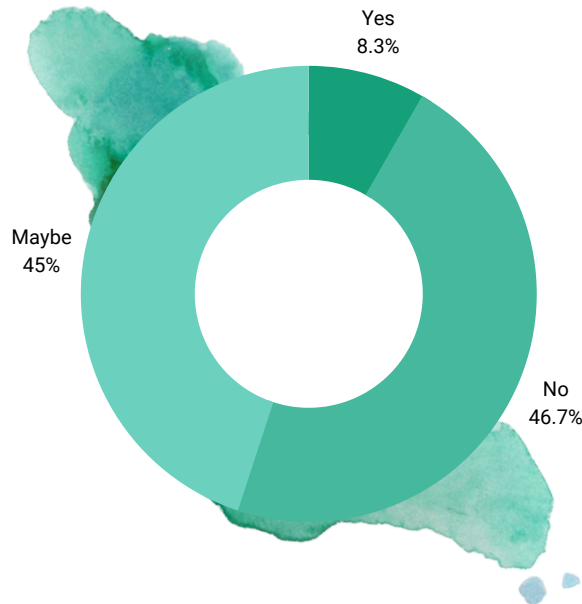
Key Takeaways

- Connecting artists with patrons is one of the primary goals of an art festival or fair—and one of the largest struggles for virtual events.
- Many lists are alphabetical, putting artists with names at the end of the alphabet at a disadvantage.
- Connecting artists and patrons does not have to be done through a virtual fair. An artist mentioned that concentrated efforts to connect artists and patrons through mailing lists can be more effective and cost-friendly.

Virtual Events

from the artists' point of view

Would you apply to a virtual-only art festival?



Key Takeaways

- Virtual events see a lower number of sales across the board.
- Artists don't feel they can survive on virtual events.
- Creating quality videos and promotional materials for virtual spaces is time consuming and challenging.
- The large amount of virtual fairs makes it hard to stand out and attract patrons.
- On the flip side, virtual events can be good for exposure despite their low sales.