

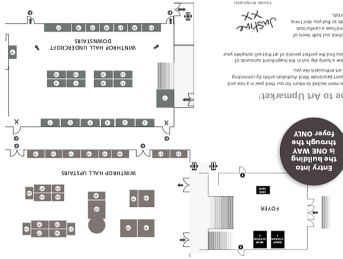
Art Upmarket 2020 a glance...



2500-3500 attendees



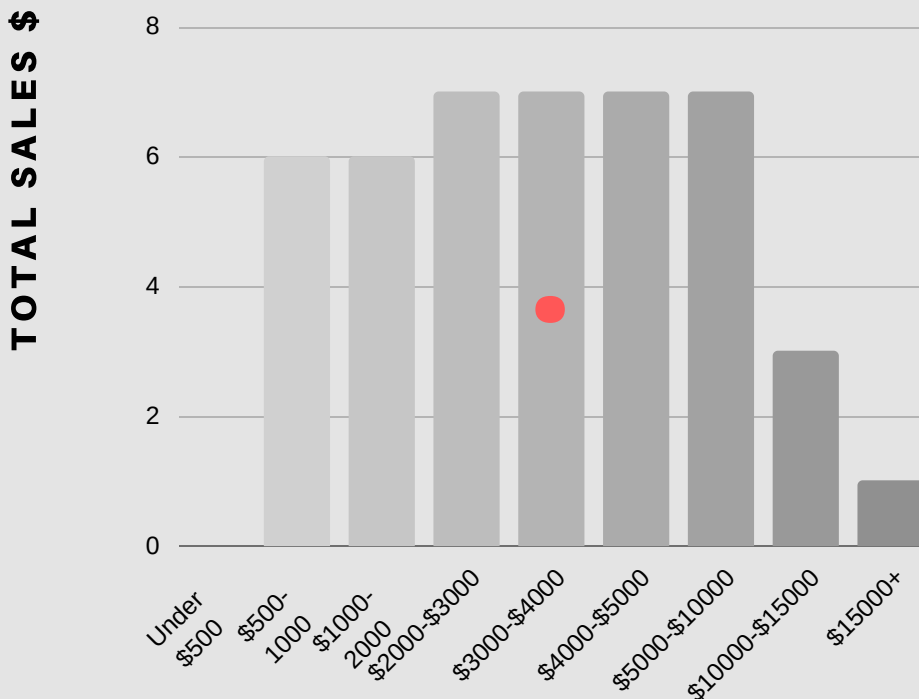
200m Bubblewrap used



600 market maps given out



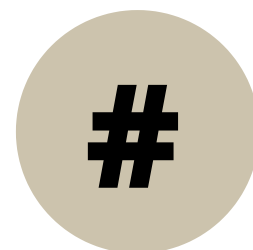
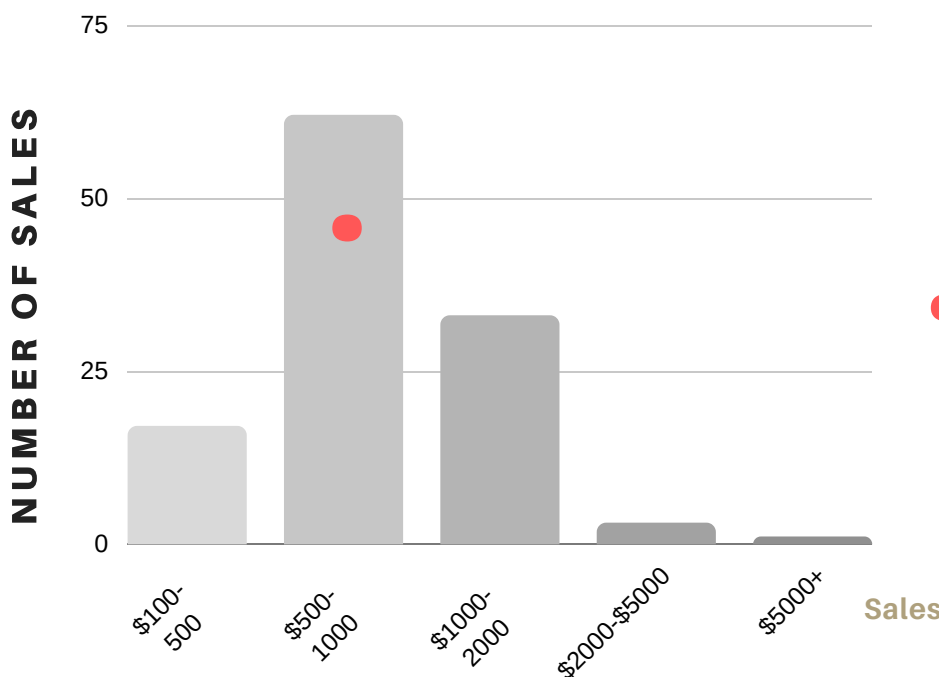
2800 interested or going on Facebook event



Avg Sales \$4000 total from 43 Surveys out of 60 participants

Highest reported \$19500

Lowest reported \$550



Most sales in the \$500-\$1000 price point



Overall sweet price point \$500-\$2000

Art Upmarket observations...

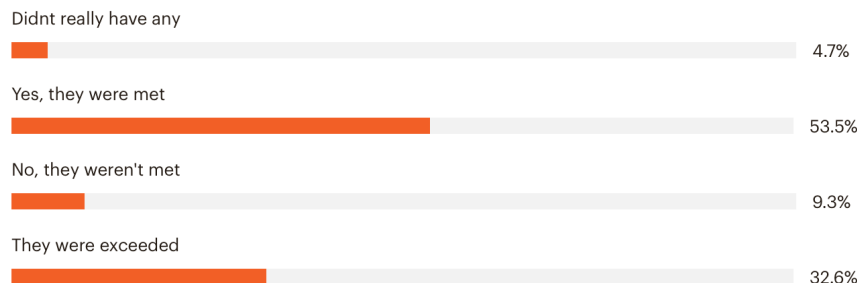
ARTIST OPPORTUNITIES

In addition to selling art, artists identified the following opportunities

- Awareness and sales of my art to a new audience
- increased my social media following and email list
- invitation to teach
- Invitation to exhibit at other event
- Promotion of my workshops
- Feedback on my art from the public
- Commissions
- Post event sales
- Asked to run school workshop
- Networking
- Connecting with interior designers and architects
- Built a display and set up my payment system with square

RETAILER EXPECTATIONS

“Were your expectations of the Art Upmarket met?”



86%

Retailer expectations met or exceeded

93%

93% retailer said they would reapply next year and 7% unsure

OUR LEARNINGS

What we do well

- Venue
- Quality of artists
- Organisation
- Flow and layout of the event
- Marketing and advertising of the event attracted art buyers
- Diverse range of art
- Time of the year
- Free wrapping station with staff
- Different price points
- Professional look of the event
- Crowd control

Where we can improve

- More participation and promotion from sponsors
- Consider Friday set up and VIP event (would increase the cost)
- More than once per year or over 2 days
- More food stalls
- Sunday rather than Saturday (increases cost)
- Bigger bins at set up time
- More signs for bump in
- More entry points (COVID restrictions)