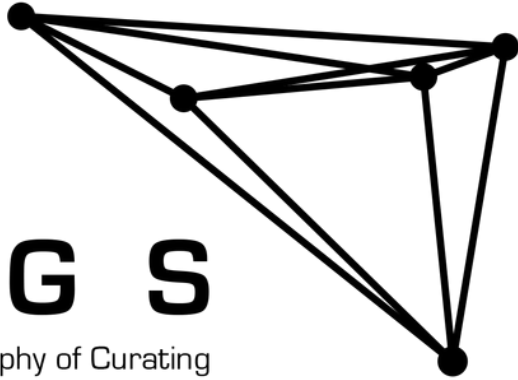


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An Alternative Geography of Curating



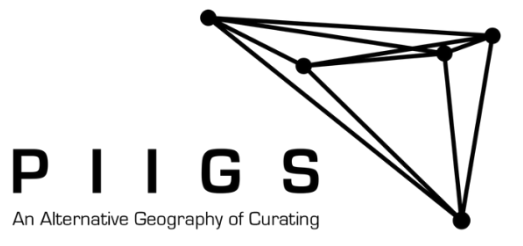
Torino, November 5, 2016

WHAT DO SPANISH ARTISTS LIVE ON?

**A SURVEY ON THE ECONOMIC
SITUATION OF THE ARTISTS IN SPAIN**

Marta Pérez Ibáñez

LET ME TELL YOU A STORY...



**WHAT DO SPANISH ARTISTS LIVE ON?
Marta Pérez Ibáñez**



CAAM
SAA

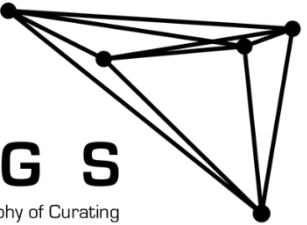
22.06.2011 a las 20:30 h
Jesús Zurita
 El olor perfecto
 Inauguración

 SALA SAN ANTONIO ABAD - CAAM
 Plaza de San Antonio Abad s/n - 35001- Las Palmas de Gran Canaria - España
 Tel. (34) 928 311600 info@caam.net - www.caam.net



JESÚS ZURITA

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**WHAT DO SPANISH ARTISTS LIVE ON?
 Marta Pérez Ibáñez**

RAJA Y GRIETA. EL AIRE EN GUERRERO. LA COLECCIÓN DEL CENTRO VISTA POR LOS ARTISTAS: JESÚS ZURITA

Del 7 de julio al 2 de octubre de 2016



JESUS ZURITA : "ARRAMBLE"



BLANCA SOTO ARTE

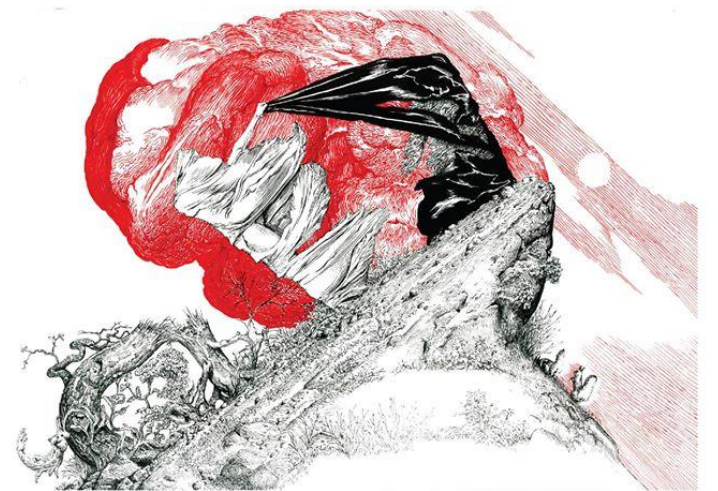
Inauguración: 18 Febrero a las 18:00h.
Exposición: 18-02-16 al 31-03-16.



Blanca Soto Arte Almadén 13. 914023398. www.galeriablancasoto.com galeria@galeriablancasoto.com



MUSEO FERRAZER Almadén



Jesús Zurita, Barranco Número 4 (2015)

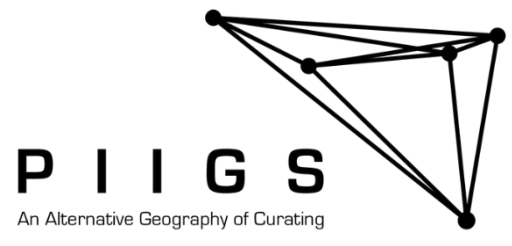
SAVE THE DATE

Jesús Zurita, *Everything Moves*

April 7, 2016

86 Delancey St, New York, NY 10002

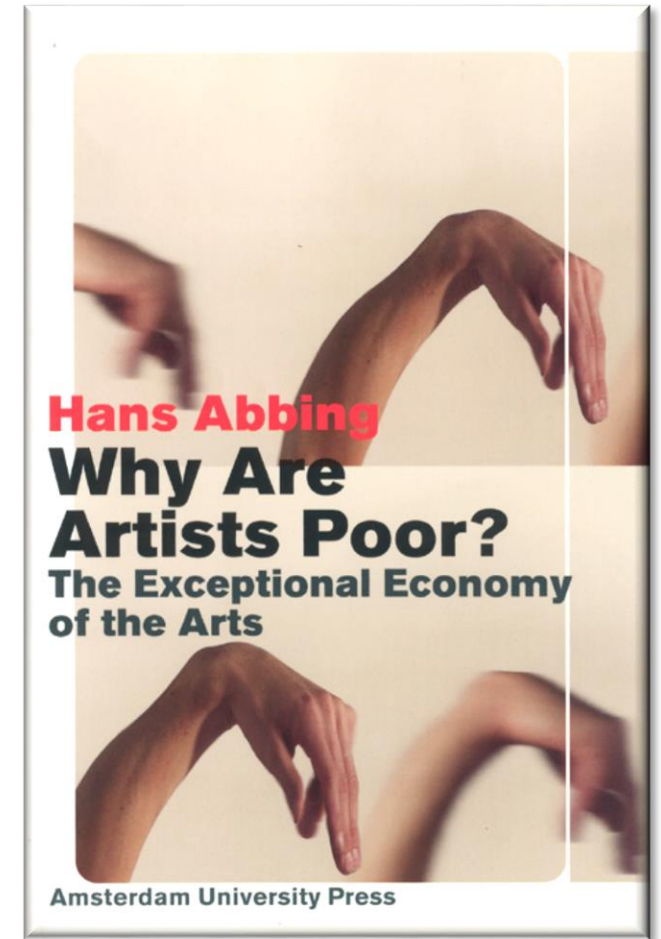
info@gegaleria.com



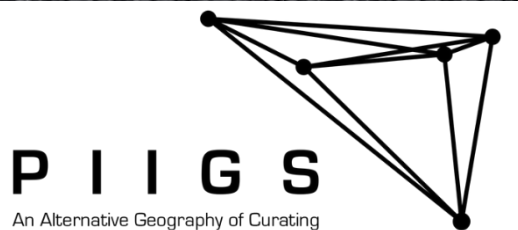
WHAT DO SPANISH ARTISTS LIVE ON?
Marta Pérez Ibáñez

The precariousness of the artists' work...

- **The economic recession and how the art market suffers from it**
- **New ways of connecting between artists and the art market, institutions, curators...**
- **The 21st Century artist: supporting the structures of the art system with his/her work and economy**
- **How will all this affect our sector?**



OUR SURVEY ON THE ECONOMIC SITUATION OF THE ARTISTS IN SPAIN



WHAT DO SPANISH ARTISTS LIVE ON?
Marta Pérez Ibáñez

ONE RESEARCH PROJECT

TWO RESEARCHERS

Marta Pérez Ibáñez

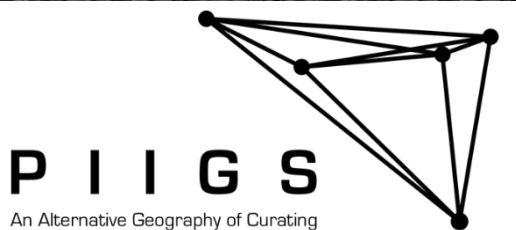
Isidro López-Aparicio

TWO UNIVERSITIES



ONE AIM:

**A deep insight into the economic and professional activity
of artists in Spain**

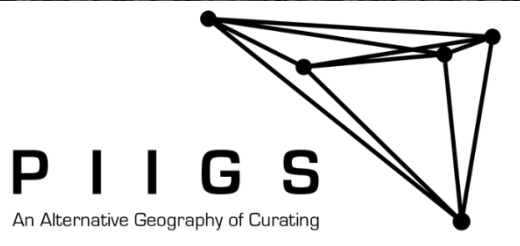


**WHAT DO SPANISH ARTISTS LIVE ON?
Marta Pérez Ibáñez**

- **The first survey on the artists' economic situation in over ten years**
- **1,100 artists participated in the survey: the most important primary source of information**
- **It involved all the sector: professional associations, institutions, curators, influencers, scholars, the art market...**
- **The results will be published soon: great expectation so far**

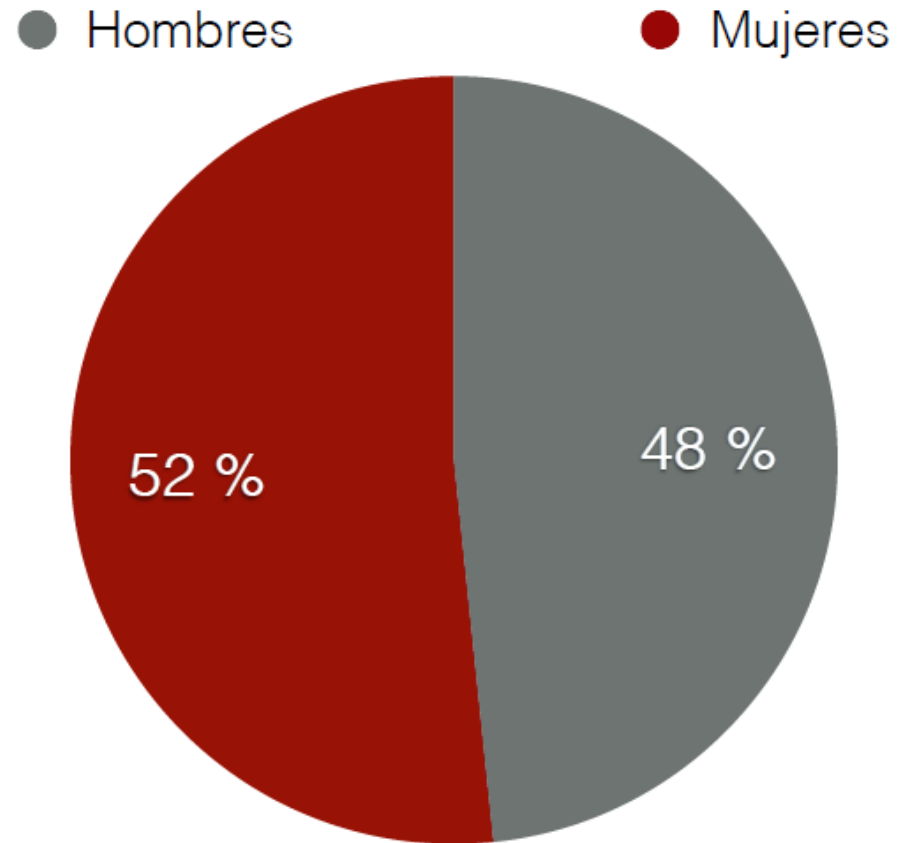


LET'S TAKE A LOOK AT SOME OF THE RESULTS

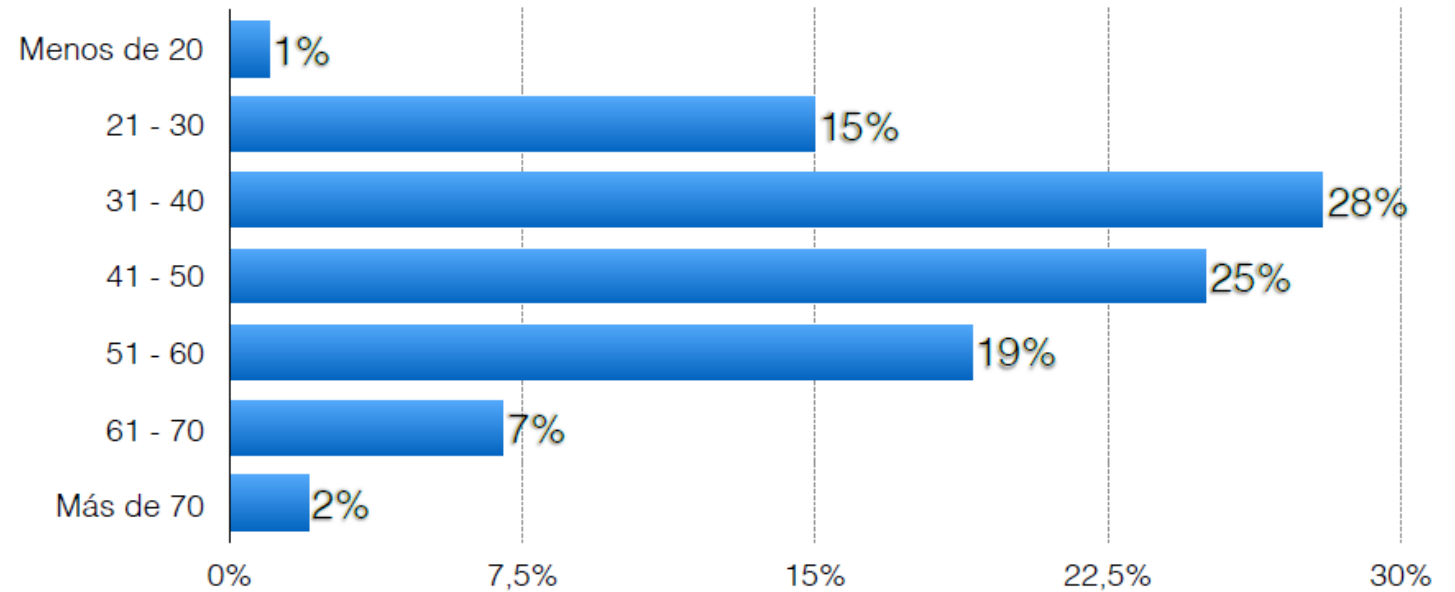


**WHAT DO SPANISH ARTISTS LIVE ON?
Marta Pérez Ibáñez**

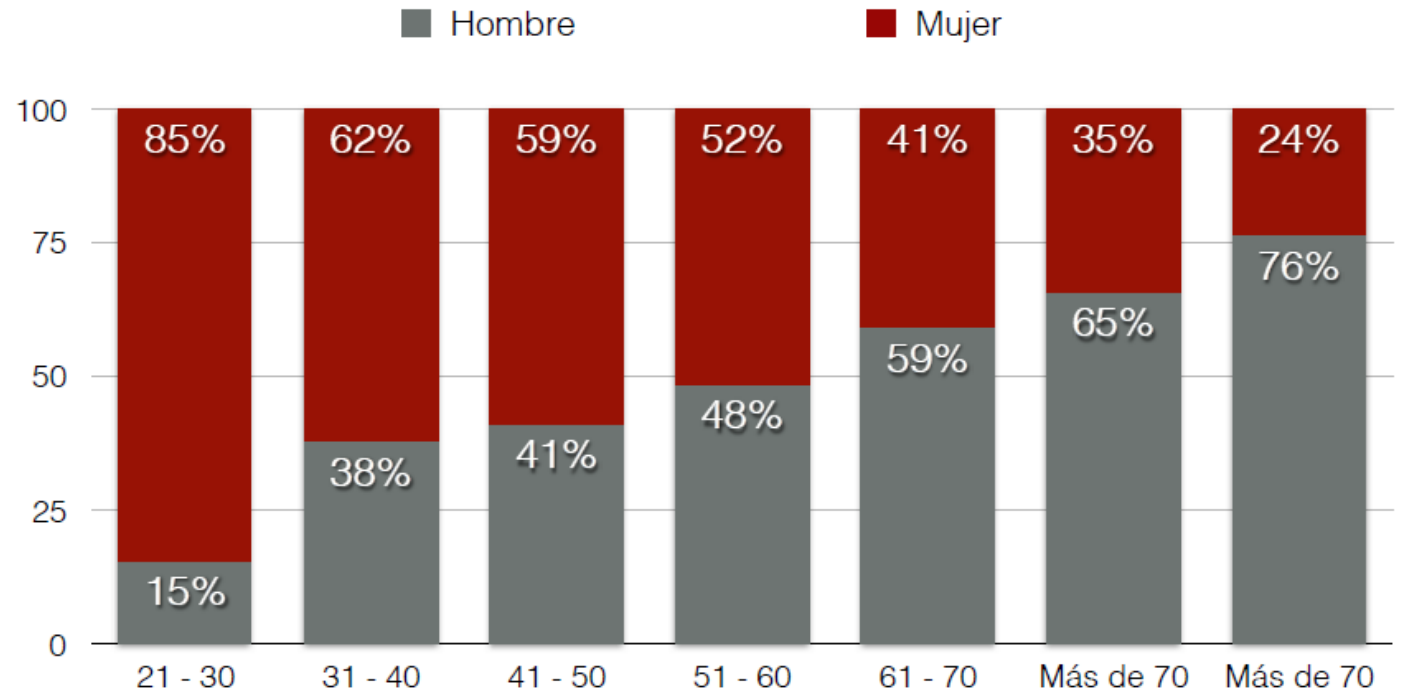
GENDER



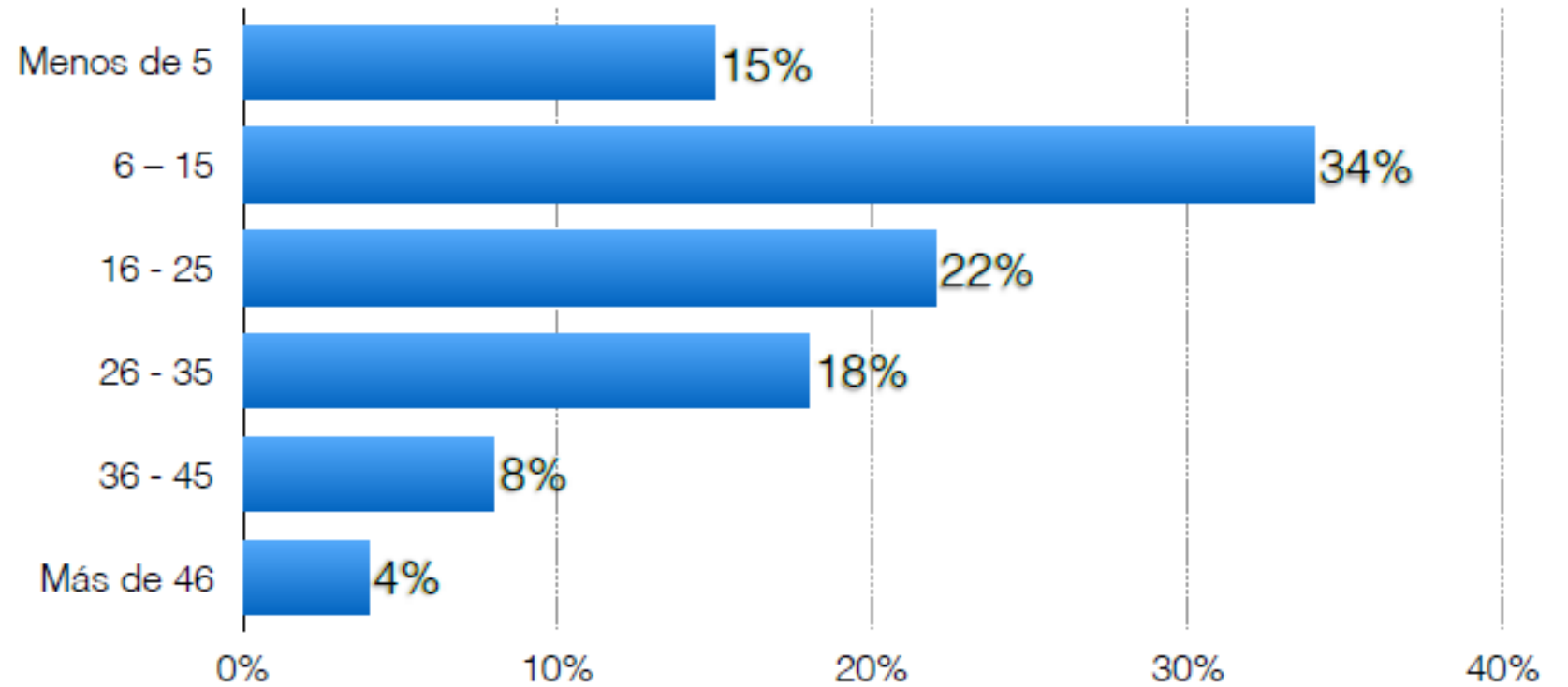
AGE, IN GENERAL



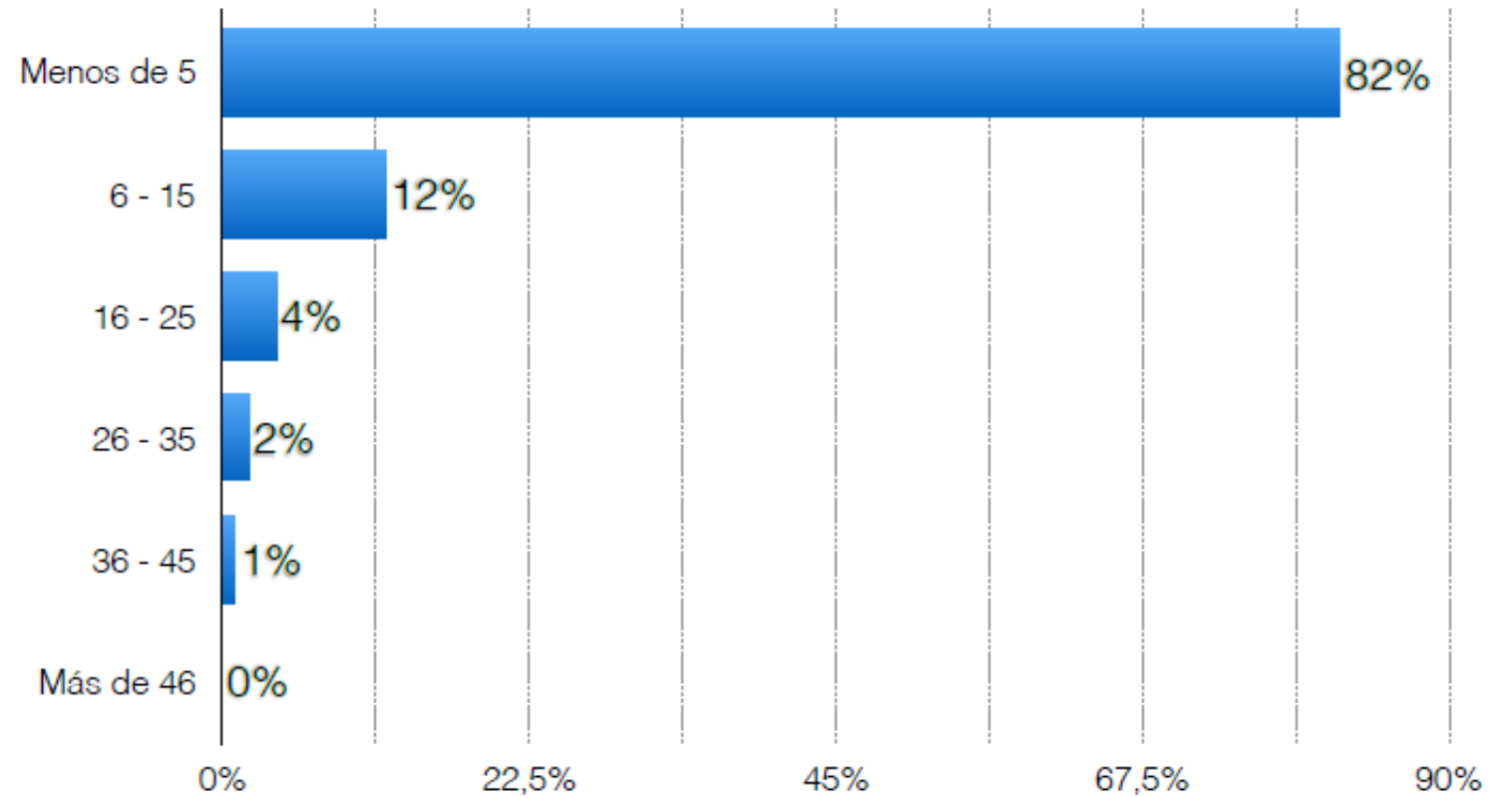
GENDER + AGE RELATIONSHIP



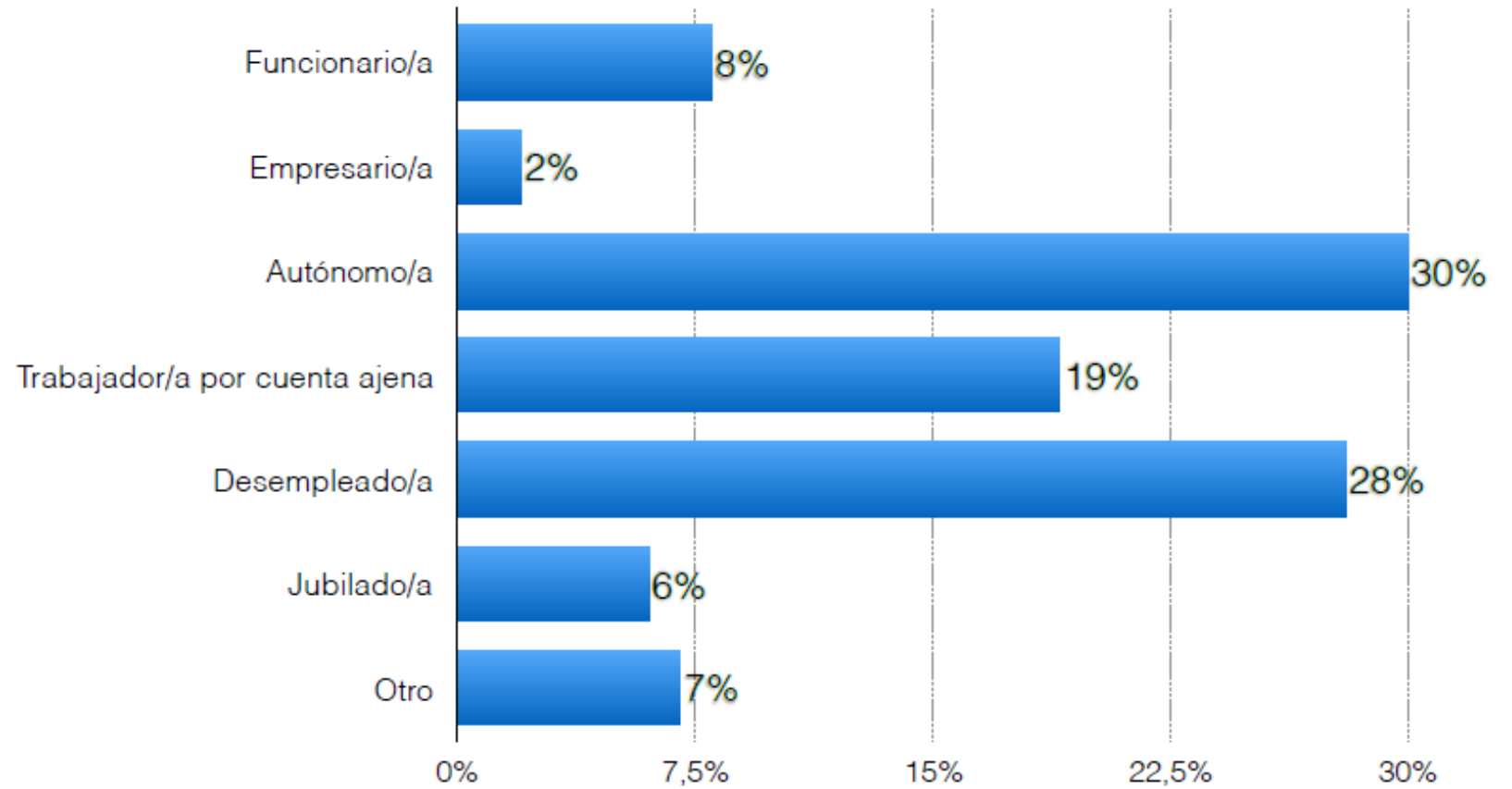
NUMBER OF YEARS DEDICATED TO ARTISTIC ACTIVITIES



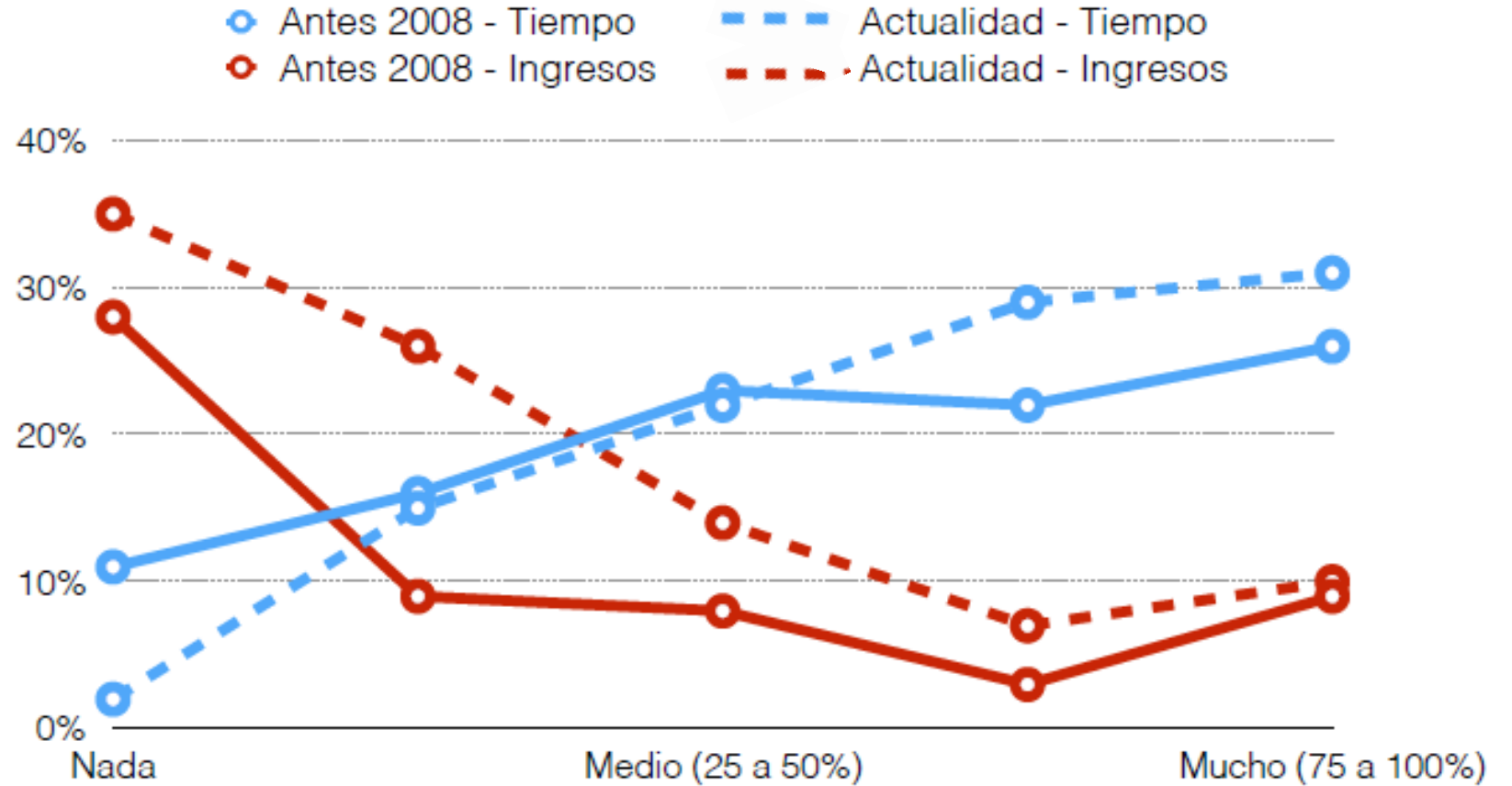
NUMBER OF YEARS CONTRIBUTING TO THE SOCIAL SECURITY SYSTEM AS AN ARTIST



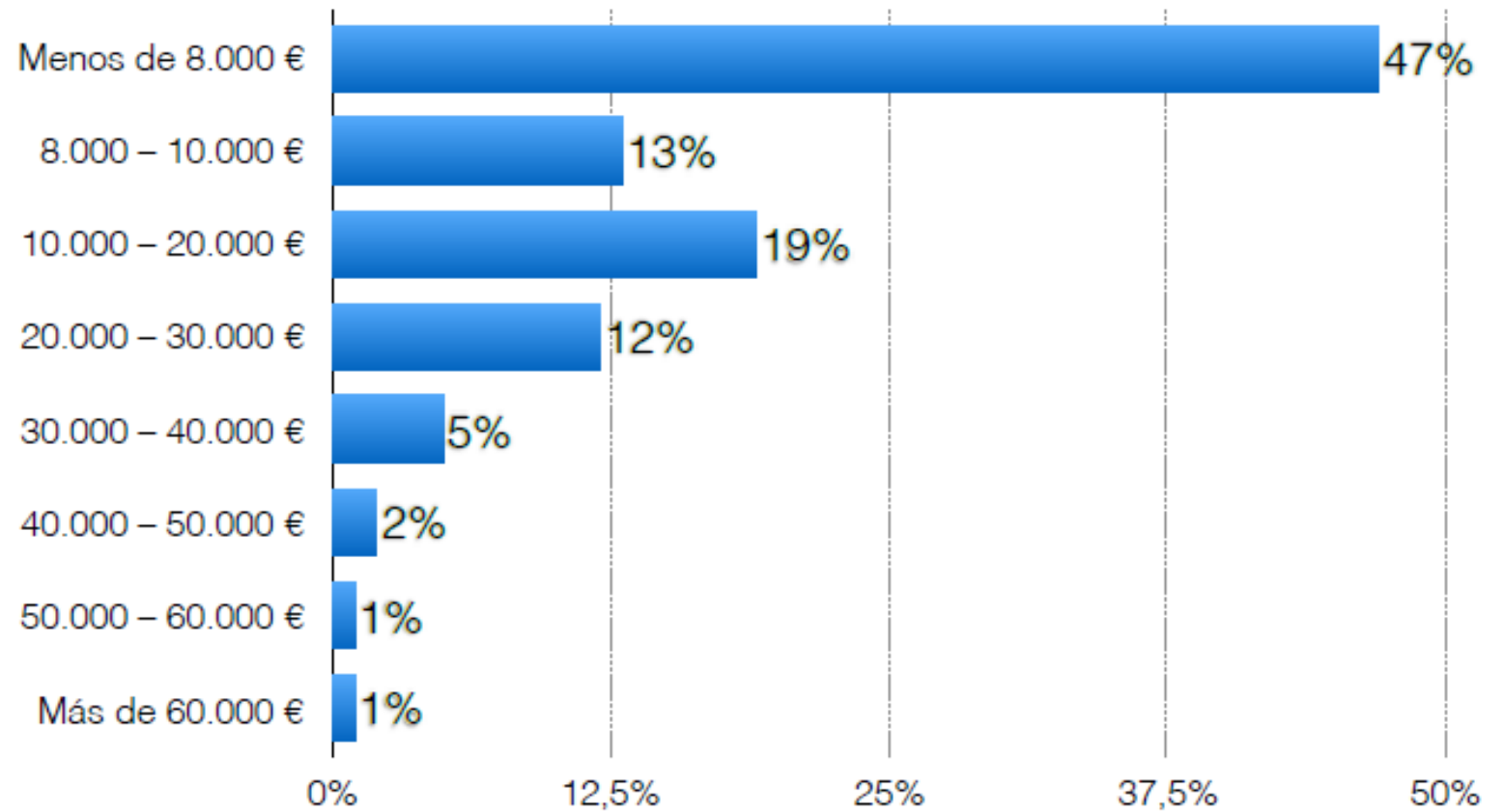
PROFESSIONAL TAX STATUS



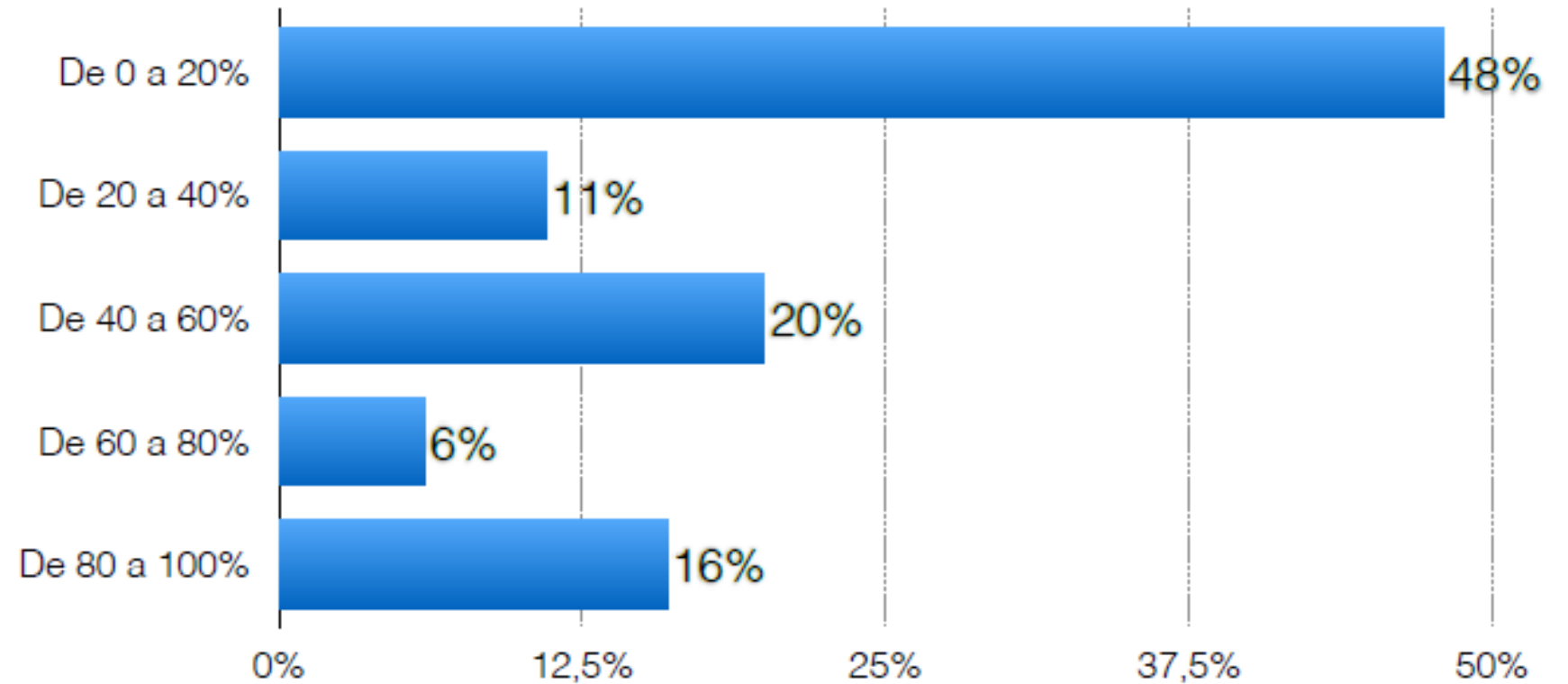
RELATIONSHIP BETWEEN DEDICATION AND INCOM FROM ARTISTIC ACTIVITIES



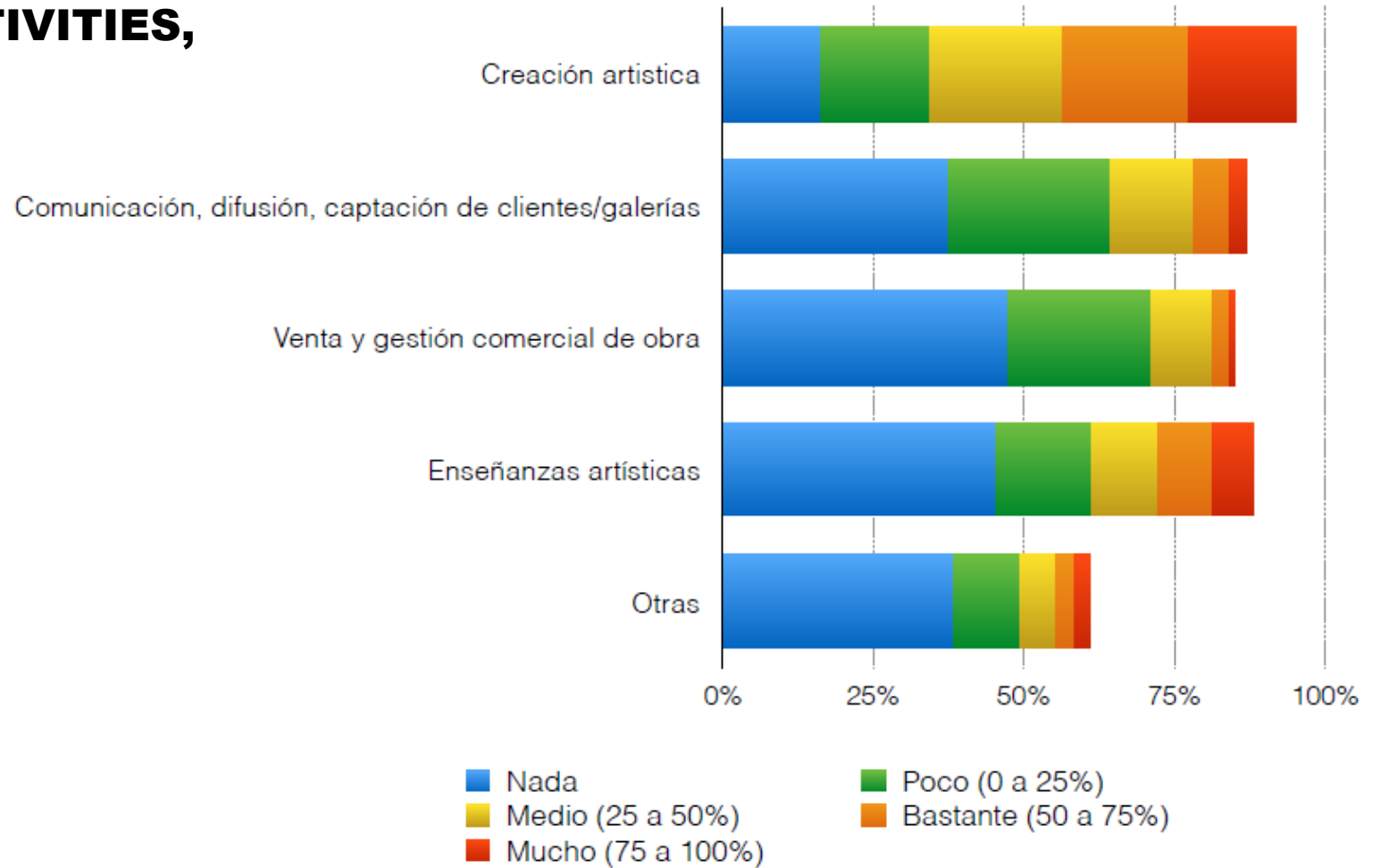
APROXIMATE INCOM LEVEL (ALL ACTIVITIES INCLUDED)



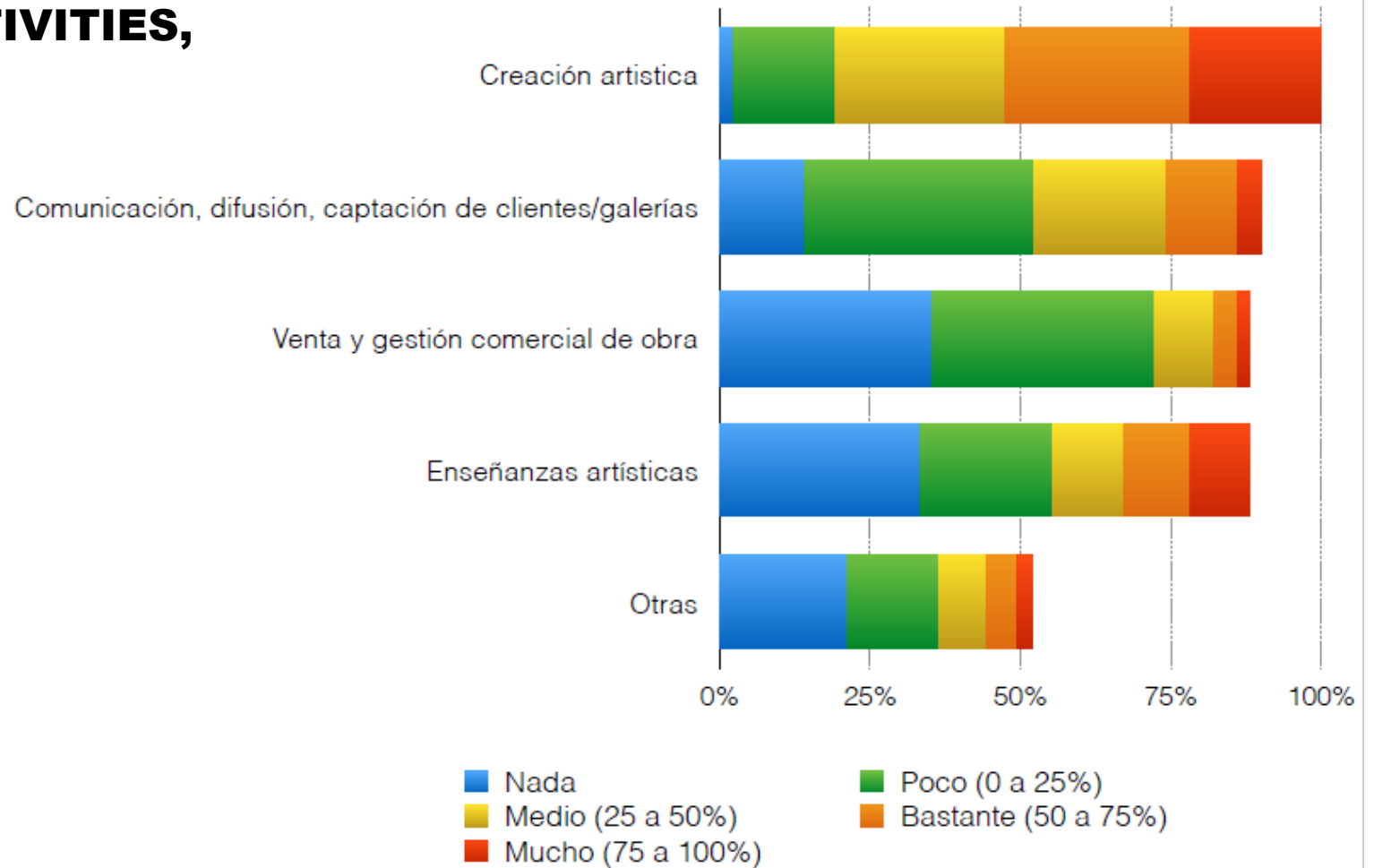
APROXIMATE INCOM FROM ARTISTIC ACTIVITIES



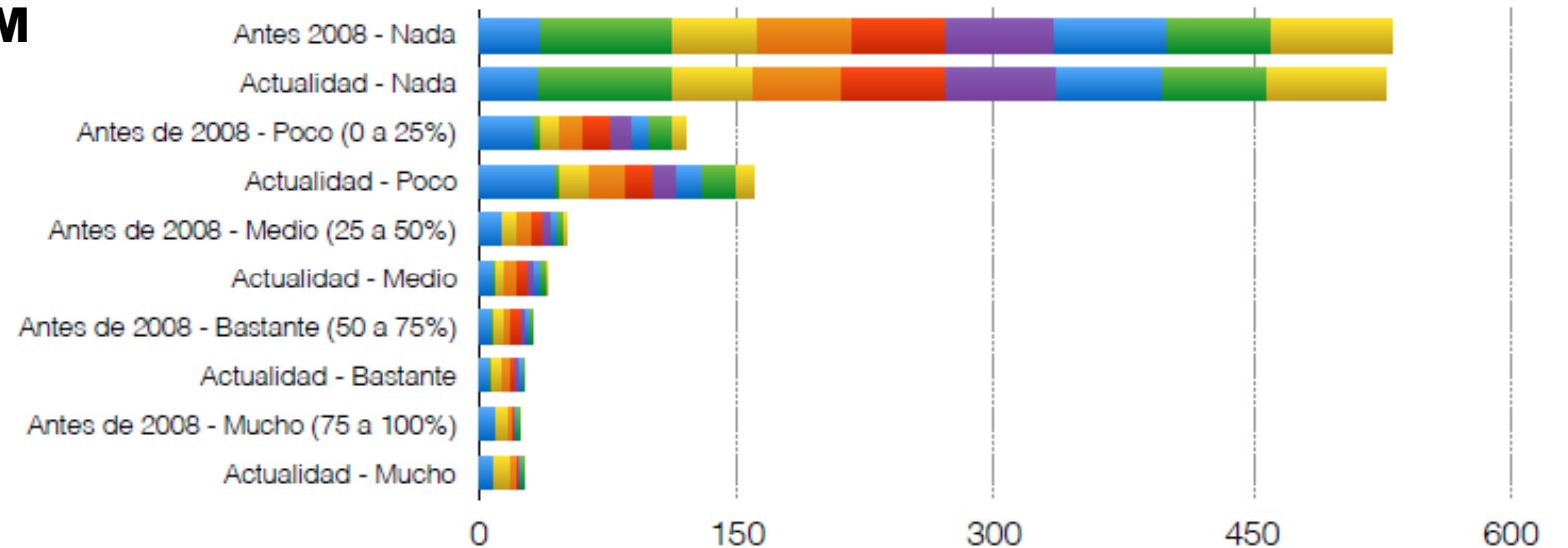
DEDICATION TO ARTISTIC ACTIVITIES, BEFORE 2008



DEDICATION TO ARTISTIC ACTIVITIES, TODAY

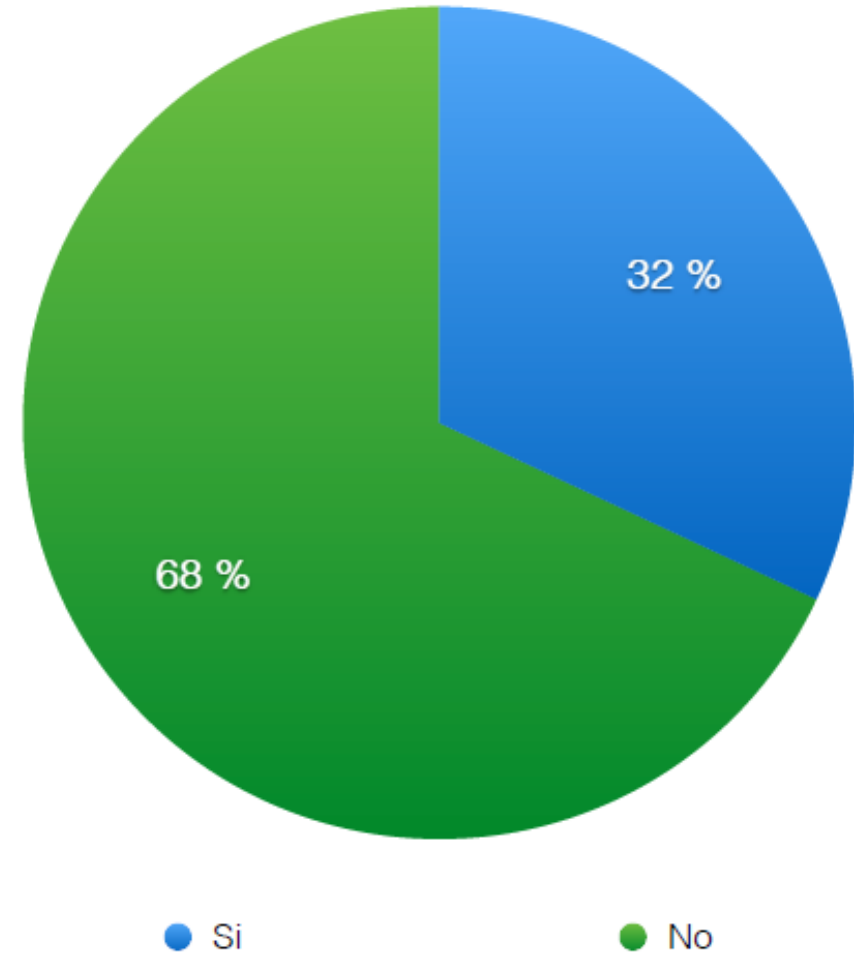


SOURCE OF INCOM FROM ARTISTIC ACTIVITIES

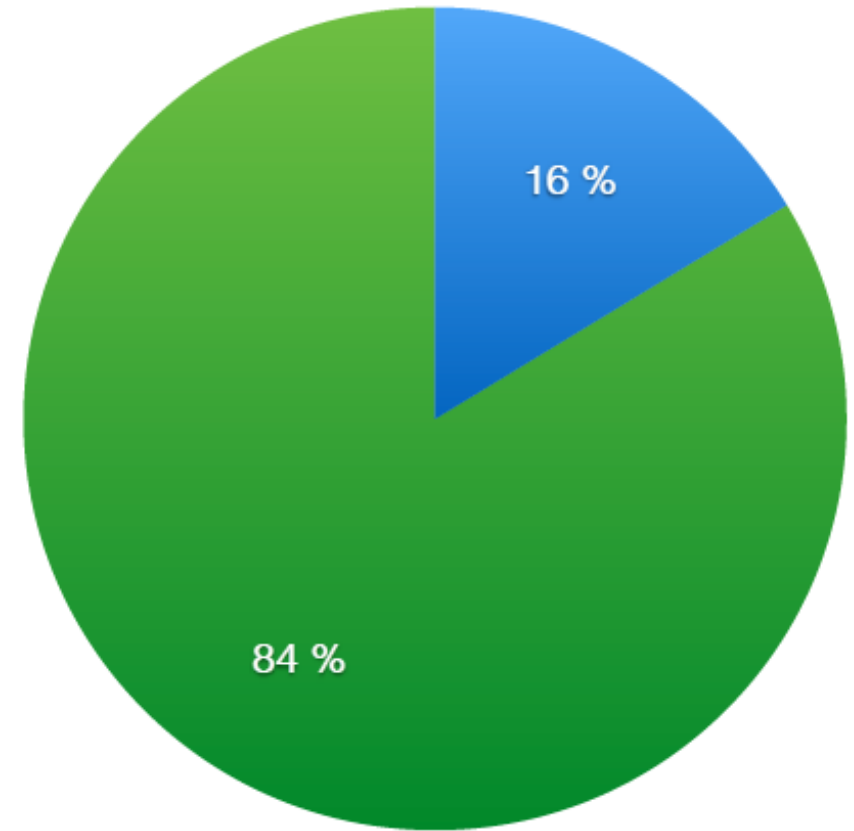


- La venta de su propia obra o producción artística
- La venta de obras de otros artistas
- Enseñanzas artísticas
- Actividades relacionadas con diseño, comunicación, crítica de arte, comisariado de exposiciones, etc.
- Premios, becas, subvenciones de fondos públicos
- Premios, becas, subvenciones de fondos privados
- Honorarios de artista
- Pago por producción de obra
- Derecho de participación, de reproducción, de autor

STEADY RELATIONSHIP WITH ART GALLERIES



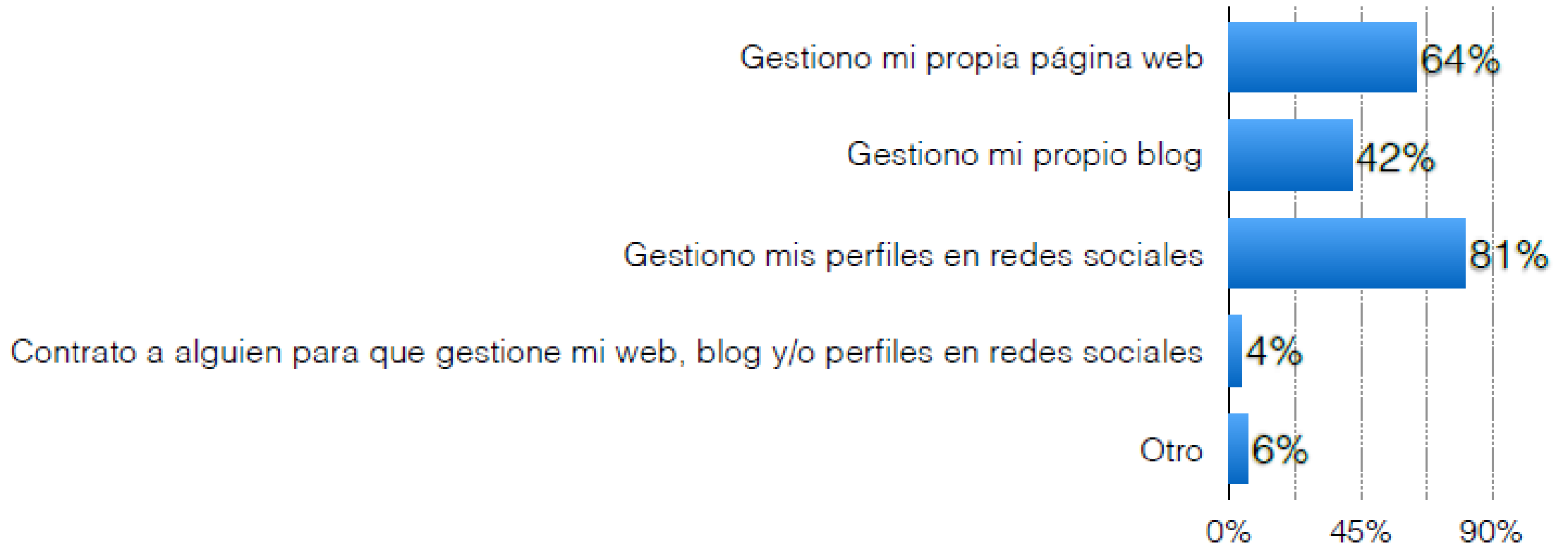
RELATIONSHIP WITH GALLERIES UNDER CONTRACT



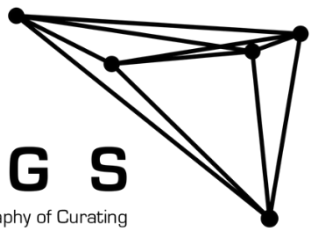
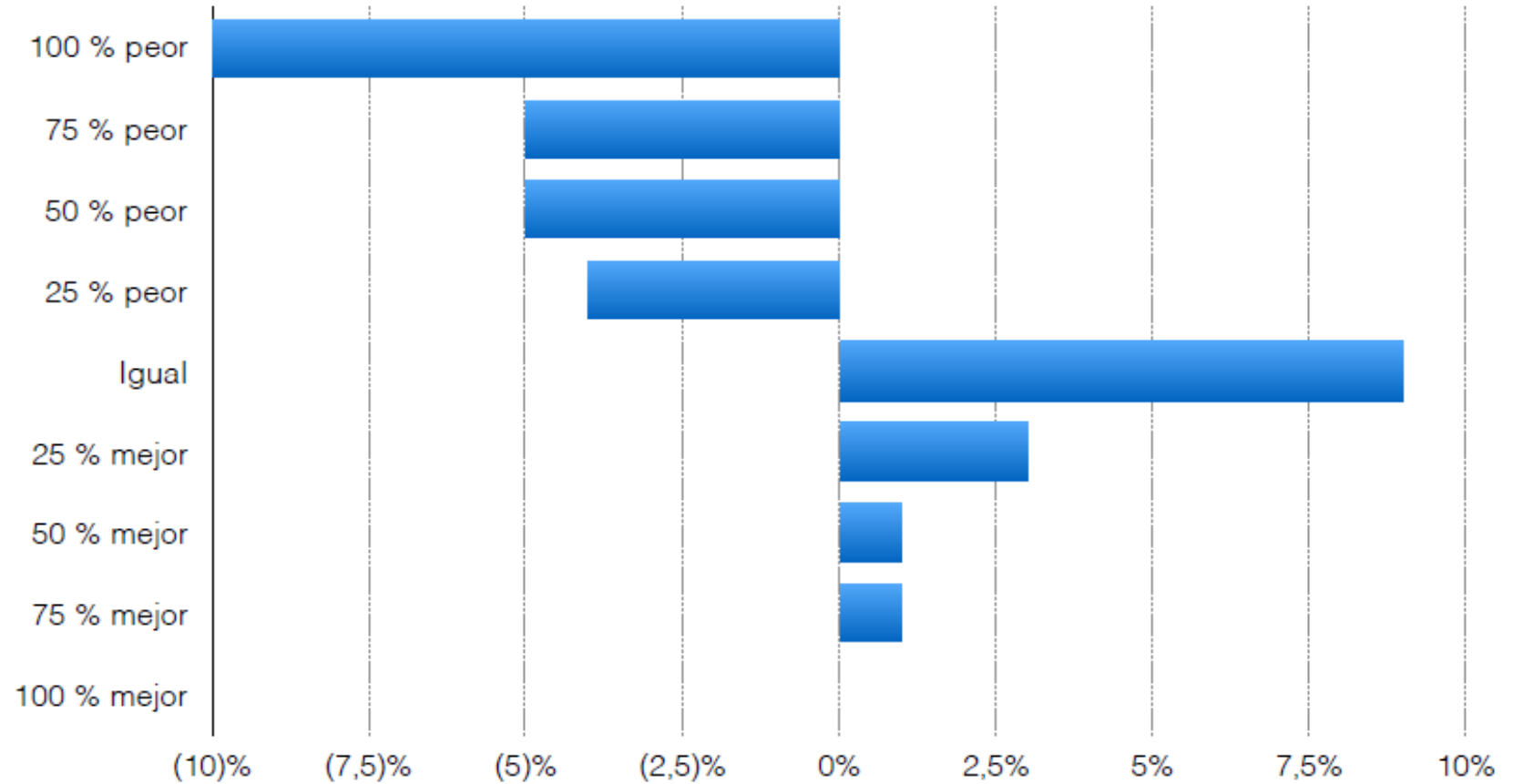
● Si, contrato por escrito

● No, acuerdo verbal

ONLINE COMMUNICATION, NEW ACTIVITIES



CURRENT RELATIONSHIP WITH ART GALLERIES, COMPARED TO “BEFORE 2008”



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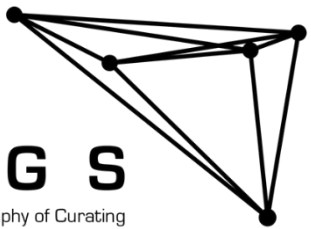
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AND HERE IS THE PARADOX...

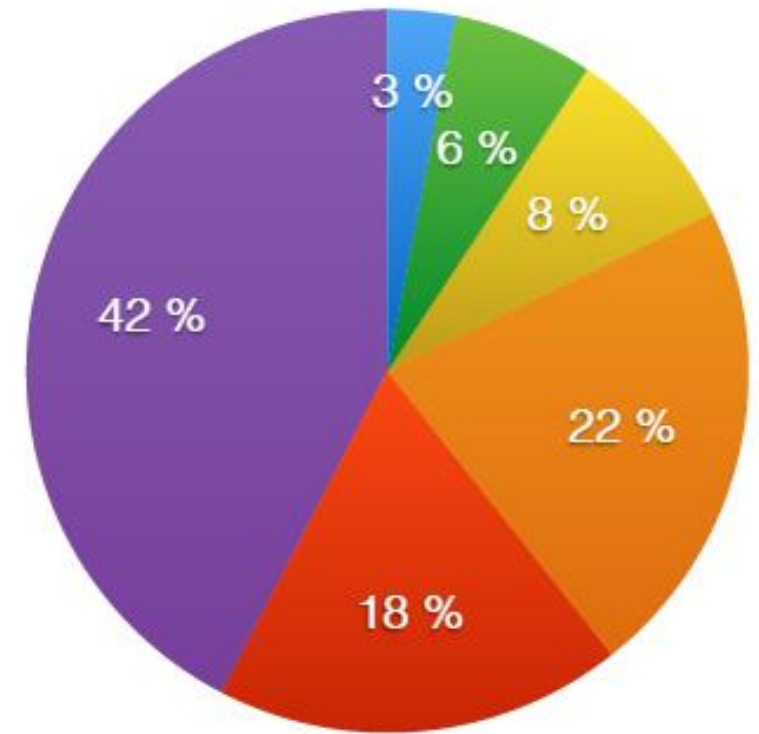
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¿HOW DO YOU CONSIDER YOUR CURRENT SITUATION, IN RELATION WITH THE ART MARKET?

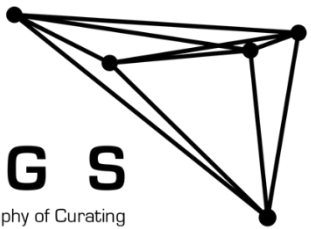


- Buena, mantengo relaciones comerciales estables con galerías y/o marchantes y es mi fuente de ingresos principal
- Buena, mantengo relaciones comerciales estables con galerías y/o marchantes pero mantengo una fuente de ingresos principal ajena al mercado
- Regular pero satisfactoria, mantengo relaciones comerciales esporádicas con galerías y/o marchantes y gestiono yo el resto de mi actividad comercial
- Regular e insatisfactoria, mantengo relaciones comerciales esporádicas con galerías y/o marchantes y me gustaría que fueran más estables
- No tengo relaciones comerciales con galerías ni marchantes, gestiono yo mismo mi actividad comercial satisfactoriamente
- No tengo relaciones comerciales con galerías ni marchantes, pero querría tenerlas

EPILOGUE

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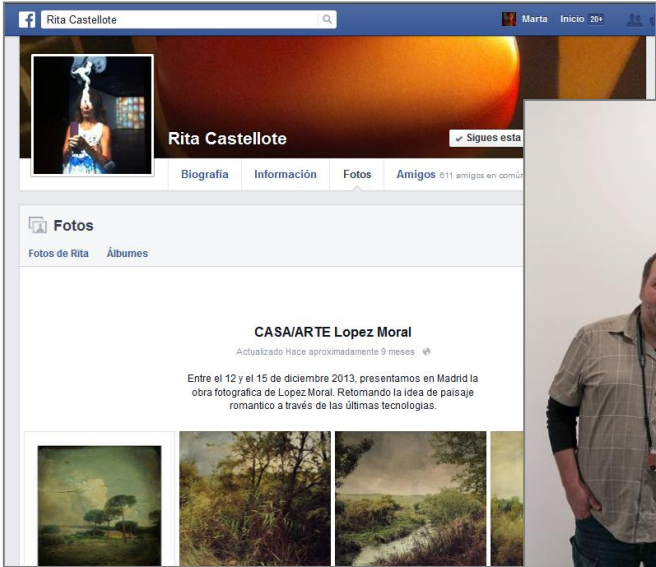
WHAT DO SPANISH ARTISTS LIVE ON?
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“My best selling results are coming from activities apart from art galleries. I keep control of all my communication channels and on the effectiveness of my strategies. I keep control on the rhythm and the intensity I want to reach.

¿Shouldn't we think that something is changing in the art market?”

**José Luis López Moral
Photographer**



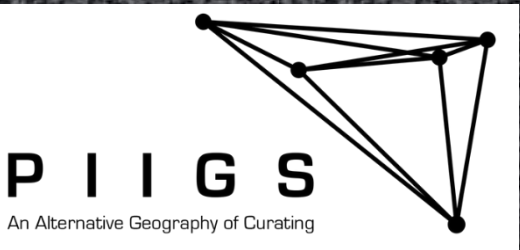
lópez moral photo

A la venta Works Projects iPhoneart Bio Contac Dawanda

NOVEDADES/ NEWS

A la venta. Ofelia Series el libro.

Ya tenemos terminado el libro sobre Ofelia y se pondrá a la venta el próximo día 15 de Octubre por un precio de 50€ en edición limitada de 25 ejemplares en 4 series distintas. Incluye una fotografía original, firmada y numerada. Se entregan en embalaje rígido libre de portes en España, aceptamos pago por Pay Pal o transferencia bancaria. Portes U.E. 12,95€ Resto del mundo 19,95€. Para cualquier pregunta o pedidos ponte en contacto a través del siguiente correo: joshuis@lopezmoral.es



**WHAT DO SPANISH ARTISTS LIVE ON?
Marta Pérez Ibáñez**



THANK YOU



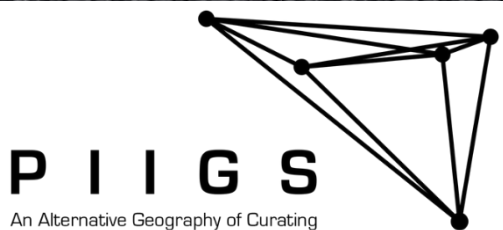
Marta Perez Ibañez



@arteblanco



mperezi@nebrija.es

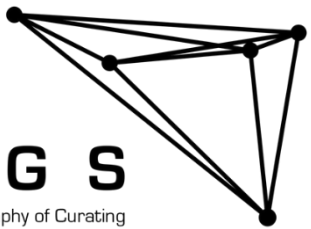


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