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Abstract	Management of the Arts is a study of how to enhance the relationship between Artists and the rest of society. Our study looks into how an Artist can begin their career as a professional as well as looking for a sustainable market segment in Japan. The novelty of our research is that we have placed Artwork in context to sell paintings and that we have also found a niche market. We have discovered a unique demographic of consumers who buy Art. We have found that women in their 40s to 50s who own pets or engage in cultural activities have a high potential to buy Artwork. We have challenged the idea to sell paintings in galleries by studying the model of the Toyota Auto Mall which succeeded in placing the product in context to create a unique set of consumers. We have applied what we have learnt in this field work to do two solo exhibits in a cafe gallery for Artists, Rune Buick and Wakamaru. The significance of doing solo exhibits in a cafe gallery is that we can cut down on the cost of gallery space which can be used on painting materials and effective advertising campaigns to further enhance the Artist's work and reach a wider audience. We are happy to announce that the Artist, Wakamaru, was able to sell four paintings at her opening party and received another three commissions to do customized portraits using our methodology.
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Master's Thesis

**Innovation in Management of Art :
Communicating the Value of the Artist
to a Wider Audience**



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Keio University

Rune Bugas

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MASTER of MediaDesign

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Innovation in Management of Art : Communicating the Value of the Artist to a Wider Audience

Abstract

Management of the Arts is a study of how to enhance the relationship between Artists and the rest of society. Our study looks into how an Artist can begin their career as a professional as well as looking for a sustainable market segment in Japan. The novelty of our research is that we have placed Artwork in context to sell paintings and that we have also found a niche market. We have discovered a unique demographic of consumers who buy Art. We have found that women in their 40s to 50s who own pets or engage in cultural activities have a high potential to buy Artwork.

We have challenged the idea to sell paintings in galleries by studying the model of the Toyota Auto Mall which succeeded in placing the product in context to create a unique set of consumers. We have applied what we have learnt in this field work to do two solo exhibits in a cafe gallery for Artists, Rune Buick and Wakamaru. The significance of doing solo exhibits in a cafe gallery is that we can cut down on the cost of gallery space which can be used on painting materials and effective advertising campaigns to further enhance the Artist's work and reach a wider audience. We are happy to announce that the Artist, Wakamaru, was able to sell four paintings at her opening party and received another three commissions to do customized portraits using our methodology.

Keywords:

Arts Management, Artist, Paintings, Entrepreneurism, Cafe Gallery

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