



ALPBACH

"We artists make money out of nothing"



The art market has changed completely in the last 20 years. The biggest difference is that the most influential artists have increasingly become celebrities and influential in the media. The market has also become more global. According to Andrea Braidt, Vice Rector for art and Research of the Academy of Fine Art in Vienna, "In the last few years there has been a snowball effect, because many realized that it was possible to make money with contemporary art and thus the prices increased."

In this context, the role of the University of Arts has to change to make the students ready to compete in the new market of art. The main goal should be sustaining them economically while they make art. "We should first teach them not to think in a short term prospective," explains Andrea Braidt. He continues, "It is important to provide a very wide spectrum of competences for the students in the school. The object should be to



Andrea Braidt is a Vice Rector for Art and Research at the Academy of Fine Arts in Vienna. She has a degree in film and comparative literature, and has been working as a researcher since 1999, mainly focusing on gender theory studies. From 2003 to 2004, she was a visiting professor for the Gender Studies Department at the Central European University, Budapest. She started working as a senior scientist at the Department of Theatre, Film and Media Studies at the University of Vienna in 2011. In 2013 she won the honorary price of the International Women Film Festival Vienna, 2013

create the conditions for letting artists live of their art.“

The Media also plays an important role in this market. There are 20-30 artists who have achieved international fame nowadays because they appear in the international media and publications on a regular basis. This is not always related to the quality of their art, rather it has more to do with their personality or the political message that they want to communicate via their art.

However, there are also hundreds of artists that, despite being less known by the public opinion, are very talented and able to make relevant pieces of contemporary art. These are usually only among experts, because their works can be seen at art expositions, such as the Biennale of Venice. These events provide an important showcase for young and talented artists who are still studying art in the school.

These are certain situations which can be used by young artists to transform their passion into a proper job. At the end of the day, the value of a piece of art is defined only by the buyer and the seller of the piece, there is no objective criteria in this field. However, to achieve the recognition of a large audience is still an important role for artists.

Andrea Van Der Straeten, visiting artist at the School of Art and Design in Spring, summarizes ironically, “They say that people who work in finance make money out of money, but we artists make money out of nothing”. In this field, the beauty is in the eye of the beholder and there is not a single strategy for each emerging artist and being successful.

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Andrea Van Der Straeten, born in 1953, is an artist from Vienna. She is Head of the Department of Experimental Art at the University of Art and Design in Linz. Before this, Van Der Straeten was a Professor of Photography at the University of Applied Arts, Vienna. She also worked as a visiting lecturer at the University of Illinois, Chicago and the Willem de Kooning Akademie, Rotterdam.