

## **CHANGES IN ART-MARKET DUE TO THE IT DEVELOPMENT**

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*“Ars longa, vita brevis”* – these are the words of Ancient Greek physician and naturalist Hippocrates. These words can be translated as “Art is eternal, life is short”. This quote means that humans can’t witness every art piece in the world, but they still should pursue it. Despite the obstacle of human lifetime, humankind makes it easier to enjoy art today. One of the most important changers of this is the IT-sphere. And it also influences the art-market.

Due to the IT development, it’s became easier to be an artist. The large number of different programs and applications simulating such crucial art genres as sculpture, painting, architecture and etc. helps artists to create. Such programs bear a large set of instruments that are easier than real-life analogs and help to avoid application of different real-life materials. It’s much easier to work in a digital workspace with digital materials than with, for example, a large mass of clay or buckets of paint. Such factor led to growth of number of artists (or subject of art-market) in the world. There were 1.4 million working artist in America in 2014 (200,000 of whom have art degrees) [1]. It means that more and more people today are trying themselves in art and selling their art. A lot of people create their own social media accounts, where they are position themselves as creators and sell their own works. It’s common to see a so-called “commission artist” (an artist who draws something that their customer asked for) somewhere in Twitter or more specialized place like Patreon or Artstation.

Speaking about more classical art of well-known masters of past we can say that “their” segment of market is also changed. Due to development of means of communications and of Internet in particular it’s become possible to

sell art online. There are three types of Internet platforms for the sale of works of art: online auctions, online galleries and online marketplaces. Such practice made it easier to buy art for everyone, because it can be bought anywhere. For example, one of the most famous auction houses Sotheby's earned \$6 billion in 2021. 92 % of their bids were made online on their website [2].

Despite all the pluses of online development there are some questionable and problematic points. One of the most obvious is the problem of fake art, but one is connected straight to IT: NFTs and Neural Networks. The market of NFTs is growing really fast. NFT is a technology that allows to create a token proofing the ownership. But this technology is rather unreliable, because the copies of some NFT have no differences with properties of the original.

In conclusion we can say that technological progress can influence art-market in two ways: in the way of how art is created and of how art sells. But regardless of the form of art and method of acquiring it, it's essential to enjoy witnessing (or buying) it.

## References

1. By Embracing Online Auctions, Sotheby's Pulled Over \$5 Billion in Sales in 2020 [Electronic resource]. – Mode of access: <https://www.sothebys.com/en/press/2021-historic-year-in-review#:~:text=With%20more%20than%2020%20sales,seamless%20digital%20and%20physical%20experience>. – Date of access: 19.04.2023.
2. Artists Report Back. A National Study on the Lives of Arts Graduates and Working Artists [Electronic resource]. – Mode of access: [http://bfamfaphd.com/wpcontent/uploads/2016/05/BFAMFAPhd\\_ArtistsReportBack2014-10.pdf](http://bfamfaphd.com/wpcontent/uploads/2016/05/BFAMFAPhd_ArtistsReportBack2014-10.pdf). – Date of access: 19.04.2023.