

Welcome to RevArt first issue! We are very excited to launch this new monthly newsletter, keeping you up to date with the latest news from the art IP licensing market, art industry, and RevArt!

Whether you want to get inspiration or learn more about IP licensing knowledge, there will be something here. We welcome your feedback and also suggestions for future issues. We will always be working for you.



- Patti (Founder) & Lee (Chief Editor)

*The latest artworld news, views, and announcements*

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### **The Market: Marching to Digitalization**

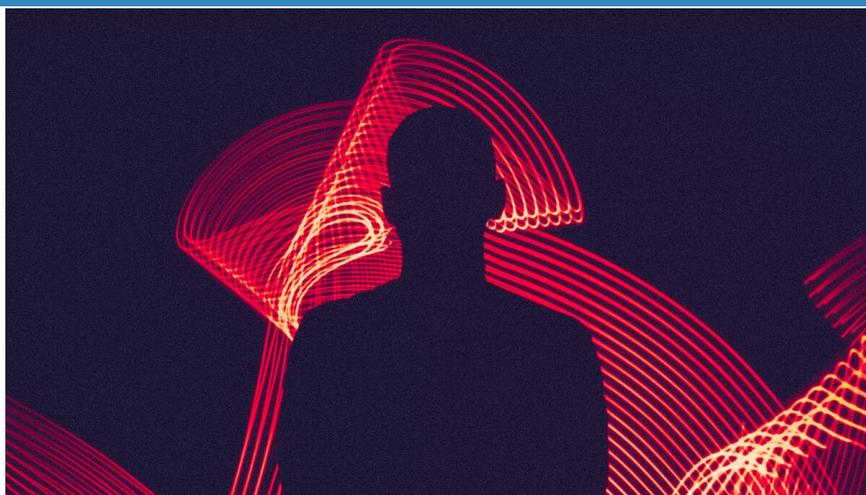
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### **Contact RevArt**



[contact@revart.co](mailto:contact@revart.co)



*Photo by Akwice from Pexels*

## **The Market: Marching to Digitalization**

All of us, including the whole art community, are witnessing and experiencing the world turning upside down in the past few months. The Art Dealers Association of America (ADAA) reports that art galleries across the U.S. project an overall gross revenue loss of 73% in the second quarter of 2020 and have already seen an overall 31% loss in revenue for quarter one, as a result of developments from COVID-19[1].

Considering that all the major art fairs won't come back until 2021, which normally stands for 50% of the galleries sales, all the art participants are seeking for an evolutionary way to help themselves out. Is the current Art market pullback going to take decades to bounce back like the previous one? The answer is "NO". We are seeing a rise in digital acceleration in the art market, from the visual showroom and Art Basel, online auction, and many other arts-related online platforms. It's also exciting to see that 40% of online buyers are first-time art buyers. Although the current digitalization is not perfect at all, we are happy to foresee some effective crux to the market's transparency, accessibility, and efficiency.



*Colorful Hands 1 of 3 / George Fox students Annabelle Wombacher, Jared Mar, Sierra Ratcliff and Benjamin Cahoon collaborated on the mural.*

# How Art Depicts the World We Live Now

*"I wanted to support things that are helpful to people and maybe bash what I think is dangerous. So I switched from being everybody to being myself." --- Jenny Holzer*

Art is essential to everyone, that's the ultimate truth. While we are in the trend of many movements and crises, how can artists create more impact? The key is Zeitgeist "spirit of the age" or "spirit of the time". Reflecting on the impact from COVID-19, local artist Mauricio Ramirez created the pieces in Milwaukee, a colorful, geometric mural that depicts a front-line medical worker in prayer. In Dublin, a neon-hued psychedelic coronavirus graces a wall, painted by SUBSET, an artist collective that focuses on social issues. In Berlin, there's a mural of Gollum from Lord of the Rings worshipping a roll of toilet paper.

## The Question from Artists:

### What is IP or copyright? Who owns it?

You might have heard of copyright, what is IP then? Are they the same as each other? NO. IP includes three rights: copyright, design rights, moral rights.

Copyright protects the original artistic work. Design rights give the holder an exclusive right to make the design. Moral right is the right to be acknowledged as the artist when the work is displayed in public and the right to object to derogatory treatment of the work. A fun fact is that if you as an artist sold a painting to someone and the owner decides to change it and paint on it without your approval, you can sue the person. When you sell your artwork, usually you do not sell your IP unless certain terms are included in the contract. You keep your copyright but can change the rights you grant from none to all, commercial or non-commercial, allow derivative works or not and set a level of attribution.



*"She's a Model and She's Looking Good" (2014) by Jonathan Lewis Credit: Courtesy Jonathan Lewis/Benrubi Gallery, New York*