



V A N W E Y E N B E R G H

## **WHAT ABOUT THE FAMOUS « INTERNET » ARTISTS**

With the Internet, everybody can sell everything. You can buy cheap cigarettes, drugs without prescription, cars, etc. You can buy paintings from artists directly.

There are 3 types of artists on the web:

- artists with a good marketing manager.
- artists with poor exposure, but who are real good artists.
- artists with background, and experience.

Artists with no background but with good marketing techniques are the majority on the web. Usually, they ask a lot of money, for the eternal same copied Renoir landscapes or Monet "nympha". They usually say they sold their artwork to the most important people in the world, their paintings are in all the most important private collections. This type of artist makes 90% of the presence of the web artists.

It is very easy to find out who they are by consulting an appraiser who with little documentation or information will confirm or infirm what they say.

There are books in the retail with average quotes for each artist. Usually the web-artists are mentioned in none of them. If they sold their paintings for \$ 100,000.00 to movie star A, or to the president of Incorporation B, or to private collector C, you don't think they will be inventoried somewhere?

Everyday we have inquiries from naive amateurs for this type of artist.

We are helping them very fast, it takes a couple seconds to find out if an artist has or not a background.

There are exceptions to this rule, 8 % of the web-artists.

These men and women, have a serious background, have usually years of artistic experience, but don't have the money to hire an art consultant that will bring them in artprice (The bible of the painters, the Blue book of the cars ).

They don't know how to find exposure, they can't afford the gallery costs.

Only a good art expert can help you in this case, to find out if the art is really worth it or not, this requires years of experience. Usually these artists are contemporary art experimenters, nothing to do with the nice postcard artists.

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