

April 2009

Changes in the World



As an artist, a family man, a New Zealander and as just another person on planet Earth, I see some pretty amazing stuff going on in the world at the moment. Yes, it's official and undeniable, we are going through a global recession. To quote one of my good clients in Europe "Cost reduction is on the table in these times of economic troubles. In my region many people living beyond their means are in serious trouble now. The time of expensive SUV cars and showy stuff has probably passed... We were always focusing on things with real value, such as your paintings or a large vegetables garden instead of expensive objects aiming only to impress the neighbourhood. I believe that developed countries will have to learn living more efficiently, which is a progress from my point of view." I won't try to sum things up any better than that!

Art in the Recession

Whilst large auction houses are reporting a drop in art sales, living artists are seeing fairly good consistency in sales. The art buying public are becoming more aware that artists who are progressive and constantly working towards better things are worth following. It's an interesting journey to be part of and to support.

Selling in NZ and Overseas

I have sold nearly everything I have painted in the last twelve months. At least ninety percent of these sales are to people who have come to me directly. Around forty percent of my works go overseas. I have reduced prices often on older works and in one case, sent a painting to Scotland through New Zealand post, rolled in a tube which cost NZD 35.00 (I covered the cost!) but it made the sale happen. Ecologically, this makes sense anyway. I'm happy to export paintings, but I don't really need to export wood!





Prices on my new works are still increasing, probably more slowly than I'd planned due to the recession. I'm producing some of my finest work. I've really slowed down the process, spending more time on each piece. In 2005, my first year of painting full-time, I had three exhibitions and painted probably forty paintings! I now paint about twelve works in a year but my prices have doubled, something I've been working towards for some time.

Getting through

Like I am right now, I spend a good part of my time marketing myself and my work. I try hard to keep people informed of what I'm up to with new work, occasionally showing the progress of new works, sharing as much as I can of what I do. Recessions don't last, that's a fact. We all need to get through tough times together. My wife and I live off the arts (she owns and runs a performing arts school) and have always had to get by and to think outside the square to survive. We and our four kids live in a (very nice) industrial area which has some bad but mostly good bits. We have an apartment above my art studio with a nice courtyard downstairs and a small vegetable patch. We're two minutes from our harbour and an amazing wetland walk. We are 30 seconds away from Catherine's Dance studio. Everything we do is about simplification and appreciation of small things.



My Studio

Seeing as we live above it, I'm usually not far from my studio. I have older works here from up to ten years back. Some of them I still like a lot. I also have a couple of new works on the wall. I like visitors, you don't have to feel that you're here as a buyer, just come and appreciate! If there's something you like, let me know. Just let me know ahead of time if you plan to pop in (I'll make sure I have some good coffee). I'm not really pushing The Art Space at the moment. It's just a nice place to hang and show my work.



Easter

I'll be here over Easter, if you're around for the Jazz Festival I may see you! If you would like to have a look at some paintings, phone or send a message to 0274 451 192. I will be closed Good Friday, Easter Sunday, but apart from that would be happy to make time to see you. Also, don't forget if you are near Holy Trinity Church near the CBD on Devonport Road, have a look at my painting Agape which is on loan till the week of April 20.

Regards
Bryce Brown
www.brycebrowncart.com