

---

*"There is more to representing art than selling art. The life of the gallery is dependent on the renewal and refreshment of its artists and dealers. When that stops happening, it's the end." - Arne Glimcher*

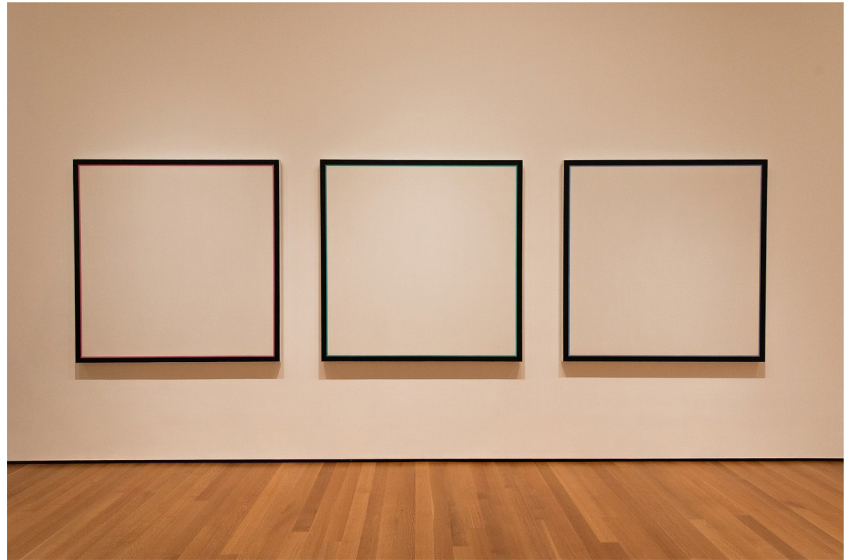
---

## In Newfoundland and Labrador, You Can Die of Exposure

by Teresa Kachanoski, Chair of the Board

Everyone loves getting a good deal at an art auction, especially if the proceeds go to help a beloved charity. You go home with a lovely piece of artwork and you feel good about being generous.

There is another side to this story that doesn't get the attention it deserves. Artists and art dealers are too frequently asked to donate work to charity auctions and the practice has become detrimental to local galleries and to the visual arts sector in general. The justification of "getting exposure" by donating work has been found untrue. Gallery owners see a dramatic drop in sales during months when art auctions



Stock photo from pixabay.com

abound, while artists are not getting paid for their work. As art auctions are equally popular and problematic, we are currently in the process of developing a series of recommendations and guidelines to make charities aware of the issues.

VANL-CARFAC is also in a situation where it needs to raise funds. For the past 11 years we have put on the Excellence in Arts (EVA) awards, with proceeds entirely generated by private sponsors and through fundraising efforts. This year we will indeed be having a fundraising event that will feature an art auction, but our auction will be different and we will make sure our guests are aware of the issues.

The artwork we will auction has been provided by local galleries, but we will set the minimum bid at the gallery price. The galleries will receive their commission, the artists will receive their share, and VANL will get the surplus amount above the minimum. While we will not receive a large return on each piece, we do feel that it's a win-win-win situation that will help open a dialogue about best practices in these situations.

Galleries are an essential part of the art-making world. They provide artists with marketing, promotion, advice, expertise, support and feedback. The work they do by educating and alerting the public to trends, establishing fair prices, and providing a context in which artists can sell their work even benefits those artists who are not represented by galleries. By supporting these integral parts of the visual arts community, we are ensuring both the galleries, and the visual arts as a whole, remain able to fulfill their role in maintaining the vibrant culture of Newfoundland and Labrador.