

# EASTERN EUROPEAN ART

*Victory Art*

BREAKING STEREOTYPES, BUILDING NEW PERCEPTIONS

# WELCOME

*Before we begin*

- Please be mindful of others when speaking
- Keep your microphone off until the Q&A
- Be respectful
- Have a good time!

In cooperation with:



# SEMINAR SCHEDULE

*Add to your calendar*

23.09.2021: The art industry and market part 1

30.09.2021: The art industry and market part 2

07.10.2021: Art industry and technology

14.10.2021: Know yourself

21.10.2021: How to balance and stay consistent with your brand

28.10.2021: How to build a professional portfolio and reach your audience

04.11.2021: Social media strategies

11.11.2021: Partnership

18.11.2021: Partnership part 2

25.11.2021: How to build and maintain relationships with your clients

02.12.2021: Career and experiences, mistakes to avoid, and how to deal with negative feedback

09.12.2021: Career and experiences, positive side-effects to working cross-borders, diversity within the team along with advice & recommendations for artists

# MEET YOUR LECTURER

*Who am I*

VIKTÓRIA PIKOVSKÁ

- CEO and founder of Victory Art
- Passionate photographer
- Devoted to shedding more light on emerging Central and Eastern European (CEE)



# VICTORY ART

*About us*

Victory Art is an establishment connecting emerging Eastern and Central European artists to the global art market.

We aid our unique artists find their place in the tough industry by taking up whatever role necessary to support their success.

We have created a platform where brilliant, yet undiscovered talents can showcase their paintings, drawings, and photographs to the wider world.

With our mission, more people can enjoy art's benefits like reduced stress, increased productivity and meaningful self-expression, to name a few. We are delighted to host over 1300 incredible artworks by more than 90 talented individuals on our website today.





# VICTORY ART

*We are visionaries tearing down boundaries*

## **LEADERS**

Becoming a leader in the art industry of Eastern Europe Art.

## **BUILDERS**

Replacing outdated stereotypes, perceptions, judgment with a new, modern perspective.

## **ADVOCATORS**

Advocators in the art industry who aren't afraid to challenge the majority and bring to the spotlight yet unseen.

# OUR ARTISTS

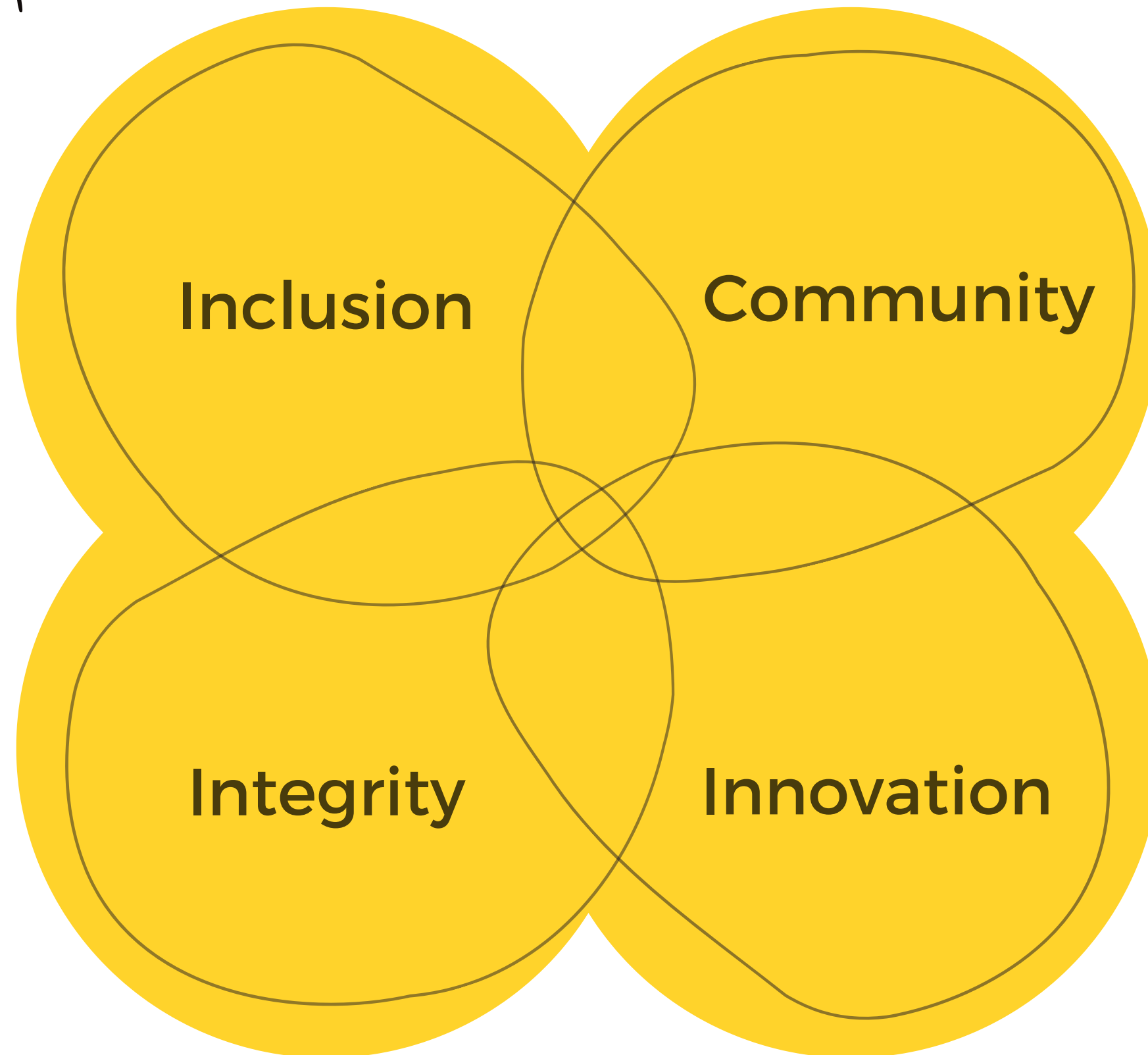
*Where are they from?*





# CORE VALUES

*What we are made of*





# UNIQUE POINTS

*Why Victory Art is the right choice*

## Variety

1300 art pieces, 90 artists, 12 different styles, 5 art categories

## Socially responsible

Supporting inclusivity by helping minorities, educating artists & caring about sustainability

## Affordability

A wide price range starting from 70€ to exactly fit your budget

# SERVICES

*What do we offer*

VICTORY ART

**Purchase/rent/  
commission**

We can help you find the right art piece, borrow or make it for you!  
Let us help you.

**Creative  
projects**

We can make your dream come true by commissioning one of our artists to create unique project for you.

**Consultancy**

Our experienced team is ready to help you orient in at industry and choose the right piece for you.





# TOP ARTISTIC MOVEMENTS

## ABSTRACT

Our artists implement their creativity differently in the abstract world such as using recycled sustainable material, gold dust powder, or digital art. our abstract collection is composted of 223 artworks.



# TOP ARTISTIC MOVEMENTS



## MODERN

As our artists are the fore-front in art revolution, the modern collection consists of 139 distinguish views and stories.





# TOP ARTISTIC MOVEMENTS

## EXPRESSIONISM

Packed with emotions, extreme contrast, dynamic, and dissonance, 165 expressionism artworks deliver messages that cannot be sent by words.



# OUR PRODUCTS

*Types of art we offer*

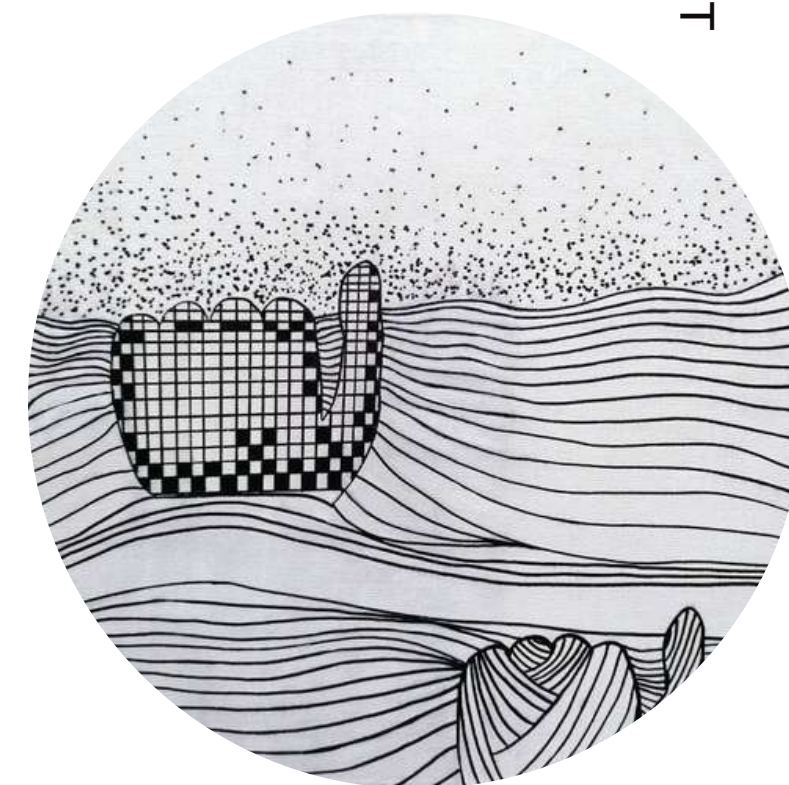
VICTORY ART



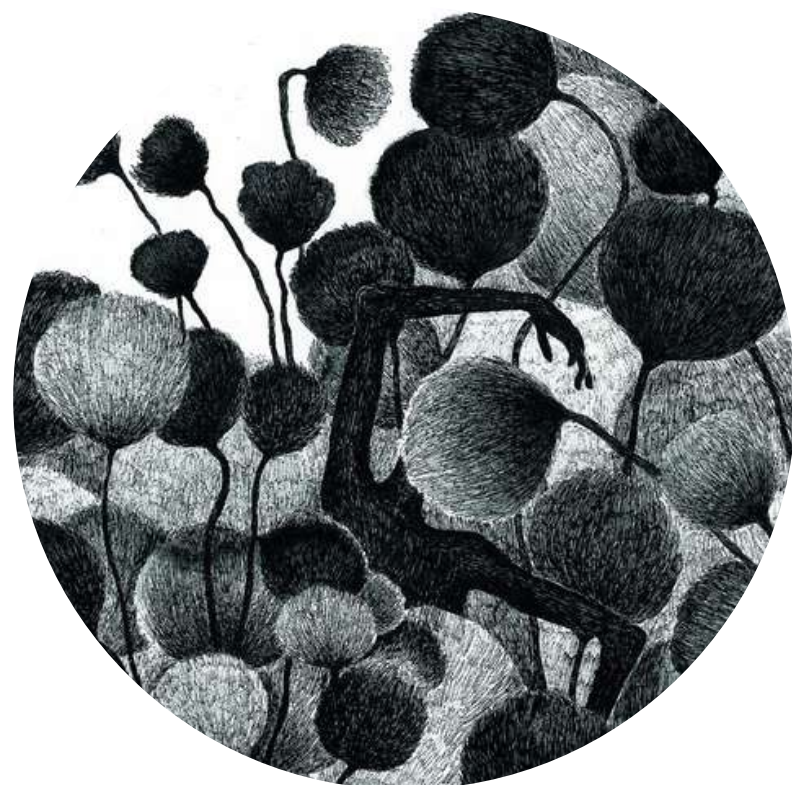
**DRAWINGS**



**MIXED MEDIA**



**PAINTINGS**



**PHOTOGRAPHS**



**DIGITAL ART**



# SPECIAL COLLECTIONS

*What makes us unique*

VICTORY ART



**24K GOLD**



**ART OF DISABLED PEOPLE**

# SPECIAL COLLECTIONS

*What makes us unique*

VICTORY ART



**SUSTAINABLE ART**



**ART MERCHANDISE**



# LATEST FEATURES

*What we have been up to*

**We launched a new AR feature!**

- You can view artworks on your wall before purchasing
- Try out all your favorite artworks in your home or office
- Find the best fit for your space



# OUR JOURNEY

*Our milestones*

VICTORY ART



# SEMINAR CONTENT

*What we will discuss*

## The art industry and market

- The current art industry
- What you should know about the art industry as an artist



# THE ART INDUSTRY AND MARKET

*What do you need to know?*

## The current art industry

- How the industry is set up
- Affect of the pandemic
- Shift in digitalization
- Easy access to different platforms
- Change in artwork taste
- Future possibilities





# THE ART INDUSTRY AND MARKET

*What do you need to know?*

Where are we going after COVID-19?

- Impact on the art industry
- Affect on overall sales
- Cancellations of exhibitions and galleries



# THE ART INDUSTRY AND MARKET

*What do you need to know?*

The golden age for online gallery

- Shift in digitalization
- Increase in online exhibitions and galleries
- Virtual tours

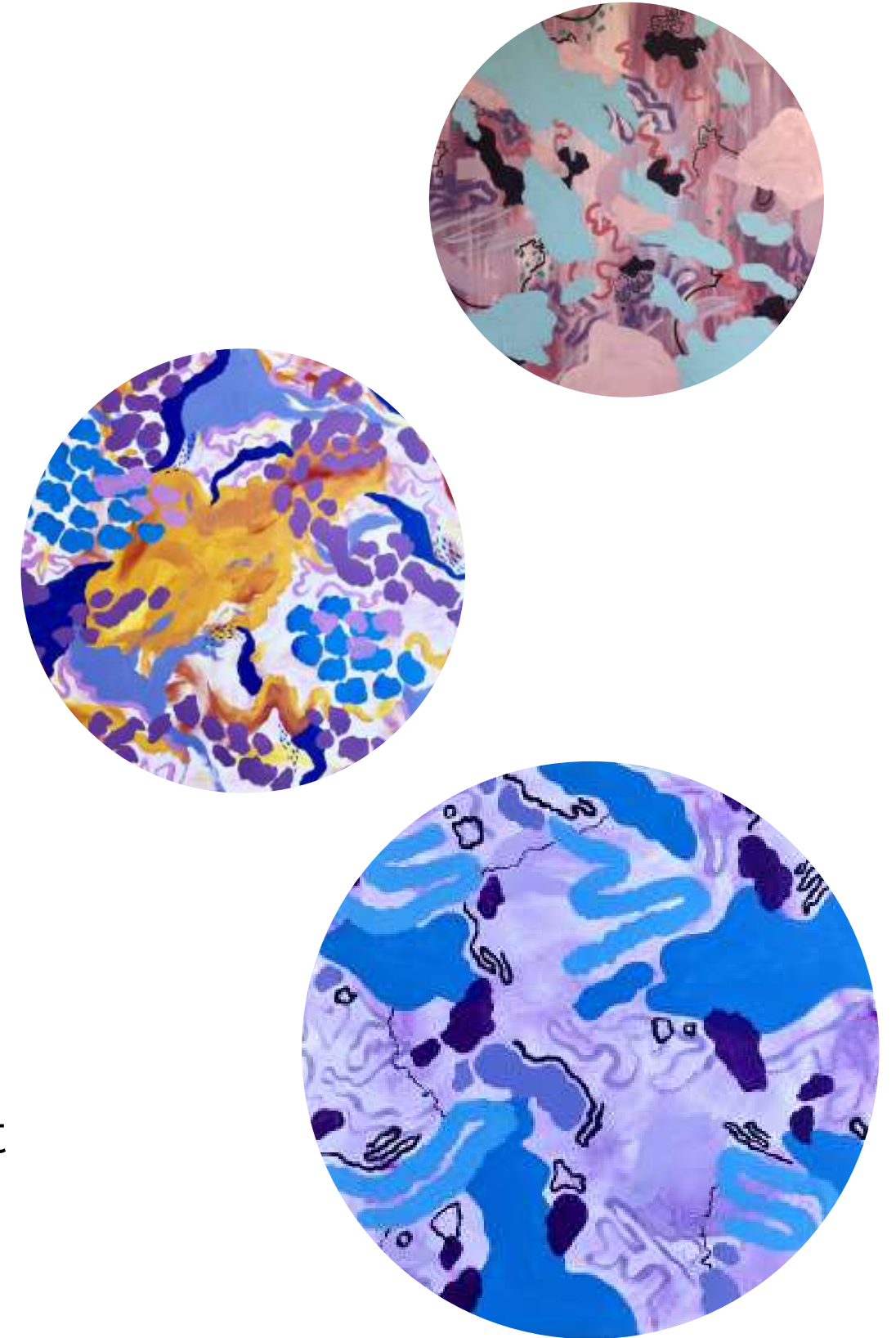


# THE ART INDUSTRY AND MARKET

*What do you need to know?*

## The education aspect of the art market

- Increasing demand from both art collectors and the general public
- Commercial and institutional sides of the industry
- Making art accessible for everyone
- Expanding boundaries
- Example educational course; The museum of modern art (MoMA) in New York City courses on Coursera like it was offered free to the public.





# THE ART INDUSTRY AND MARKET

*What do you need to know?*

## Diversity

- Increase the popularity of Graffiti, cartoons, and celebrities
- A number of new artists with different perspectives makes it difficult to evaluate relative importance.
- To what degree is the globalization of the art market hastening these developments by raising the financial pressures on artists and the effect of superrich collectors on the evaluation of creative reputation?





# THE ART INDUSTRY AND MARKET

*What do you need to know?*

The future and upcoming trends of the art industry

- Combining different types of art, making a different "art experience"
- Collaborations between galleries and artists



# THE ART INDUSTRY AND MARKET

*What do you need to know?*

Some things you should be aware of throughout your career

- Don't compare yourself with others
- Learn to feel joy in little moments
- There is no such thing as perfect!
- never give up on yourself



# THE ART INDUSTRY AND MARKET

*What do you need to know?*

Practical tips and skills to make your career shine

- Marketing yourself is vital
- Know how to present your art on different platforms and offline locations
- Make previews that suit the most to your artworks
- What kind of captions should you write next to your posts?
- How can you better interact with the public and your followers?
- You are the best salesman of your own work
- Tell your stories, make others interested in your work



# THE ART INDUSTRY AND MARKET

*What do you need to know?*

What you should know about the Art Industry as an artist

- Analyzing from different perspectives
- Knowing latest trends
- Keeping up-to-date with an annual industry report
- Distinguishing between different buyers
- Creating different marketing strategies







# Magenta Nights

Size: 100x70 cm

Medium: Mixed media

Material: Paper

Year: 2020

Price: 1 362 €





# RED LINIE / IN THE SIGN OF LEO

Size: 120 x 80 cm

Medium: Acryl

Material: Canvas

Year: 2020

Price: 3 312 €



# JAZZY BEACH

Size: 90 x 100 cm

Medium: Oil

Material: Canvas

Year: 2020

Price: 1 958 €

ASK US  
ANYTHING!

Q&A



# THANK YOU FOR JOINING US!

Follow us at:



@victoryart.eu



Victory Art



Victory Art



@victoryart1

