

ARTISTATE

Press Release

ARTISTATE LAUNCHES UNIQUE PLATFORM DEDICATED TO ARTISTS AND THEIR ESTATES

ARTISTATE is a new service platform dedicated exclusively to artists and their estates. For the first time, professional artists and representatives of artist estates will have access to all the services they need in one place, whether that be financial management, tax stewardship, writing (or rewriting) a Will, contracts that adequately manage risk, support around inventories and archives, storage and shipping, insurance and logistics, and expert advice on technology and intellectual property rights.

Establishing a sustainable plan that reflects their wishes is now a priority for every professional artist, especially now that intellectual and moral rights are so important as the digital universe expands. If sound business foundations are laid early in the artist's career, every business decision the artist makes is built on those foundations in a way that makes sense financially and protects the integrity of the artist's work. Typically, artists start this process later in life. For some, it is a step they never take, leaving it to their family or beneficiaries to pick up the pieces. Whilst ARTISTATE can provide solutions in such circumstances, our aim is to create an efficient, well managed estate to avoid such situations arising in the first place.

ARTISTATE co-founder John Martin said: "As a gallery owner, I have come across families and beneficiaries of artists' estates saddled with the impossible task of looking after the estate without proper advice, or worse, sometimes with nothing more than a rudimentary Will or no Will at all. It's not simply the Herculean task of sorting out a chaotic studio, cataloguing works and archives, but retrieving works on consignment, going about the business of disposing of them and managing royalties. This can become too much for the family and the work is simply stacked in a storage unit, gathering dust and deteriorating over time. ARTISTATE was designed to provide families and representatives with the full range of expertise needed to handle an artist's estate and care for the artist's legacy."

ARTISTATE founders have a diverse and complementary expertise. Collectively they have worked with artists and estates for over 100 years, and they share the conviction that proper business planning is essential for the long term success of an artist's legacy. Their simple but effective approach brings structure and clarity and, most importantly, lets the artist get back to their work.

ARTISTATE works hand in hand with galleries and considers gallery representation an essential part of an artist's success. The business aims to support galleries by enabling them to do what they do best: representing the artist or the estate on the art world stage. ARTISTATE handles the back-office tasks that are essential to an artist's success and helps reduce disputes which can so often break up good working relationships between gallery and artist.

The ARTISTATE process starts with an audit of the artist's situation, personal and professional. Having a well drafted Will is key. ARTISTATE co-founder Catherine Hill said: "our research shows that many artists never get round to writing a Will. To die leaving a studio full of art and archives without proper planning will not do any good to an artist's legacy. Thankfully, artists and studio managers increasingly realize how important it is to define and establish an artistic estate whilst the artist is alive. That's when ARTISTATE comes into its own."

ARTISTATE seeks out creative solutions to help artists generate a stable income stream whilst they are working and a "retirement" income if they are no longer able to work. Unlike musicians and writers whose earnings derive from royalty payments, visual artists, whose earnings traditionally derived from the sale of their works, have not felt the need for active intellectual property rights management. The advent of Artists 'Resale Right in 2006 for living artists, and in 2010 for artists ' estates mean that the active management of the Artists 'Resale Right and copyright can now generate significant royalties.

New technologies such as blockchain seem set to give visual artists more control of their images and more opportunities to generate copyright revenue. ARTISTATE co-founder Keith Graham said: "Whilst the Artist's Resale Right has provided a new source of income for visual artists, NFTs and blockchain open a new window of opportunity. If the digitization of art sales takes off through NFTs, there will be opportunities for visual artists to generate royalties just as Spotify did for musicians. We may even see established artists selling their future royalties, as David Bowie managed to do with the sale of his back catalogue."

OUR TEAM

Keith Graham, Co-Founder

Keith Graham is an experienced Chartered Accountant, a Partner at Haines Watts, with a specialism providing services to the art sector. He has a particular interest in estate planning for Contemporary artists. Keith and his team advise major international galleries, dealers, and leading artists. Keith is a Trustee of Acme Studios, and a member of PAIAM. He works with the Association of Women Art Dealers and is a former Trustee of the Ben Uri Gallery and Museum.

Catherine Hill, Co-Founder

Catherine Hill heads the Art and Cultural Property team at Forsters LLP, a leading London law firm based in Mayfair. She has many years 'experience acting for living artists and their families, including several leading contemporary figures, on legacy, succession and taxation issues. She also advises collectors, galleries and museums. She has lectured on legacy planning at the Royal Academy and on art law matters generally. She is a member of PAIAM (Professional Advisers to the International Arts Market) and the Heritage Lawyers Group. She acts as trustee and executor for many of her artist clients.

John Martin, Co-Founder

John Martin is the gallery director of John Martin Gallery which he opened in 1992. He was the founder of Cromwell Place in South Kensington and co-founder and fair director of Art Dubai (2007-9). He is on the Board of the Mayfair Art Weekend, a Trustee of the Artists 'Collecting Society and the Almas Art Foundation, he also serves on the Advisory Committee of the Society of London Art Dealers and is an external advisor for Bain and Co.

Pierre Valentin, Co-Founder

Pierre Valentin is a partner at Constantine Cannon LLP and the founder of their Art and Cultural Property Law Group. He has spent more than 25 years advising leading art collectors, artists, galleries, auction houses and museums on all aspects of art and cultural property law. He is considered a "pioneer" of the field (Chambers and Partners) and is internationally recognised as a leading specialist. Pierre's commitment to the improvement and development of the art world extends beyond his work as a legal advisor. He is a trustee of the Artists 'Collecting Society, the co-founder of PAIAM (the Association of Professional Advisors to the International Art Market) and the founder and Chair of ICRA (the International Catalogue Raisonné Association). Pierre was a trustee of the World Monuments Fund Britain for 15 years and its Chair for 3 years. Prior to joining Constantine Cannon LLP, he was a partner at Withers LLP and before that, he served as Senior Director and Associate General Counsel of Sotheby's Europe.

Jessica Carlisle, Head of Business Development

Jessica Carlisle is a contemporary art professional. She has worked variously as gallerist, curator, consultant, project manager and artist agent, and has an in-depth knowledge of the visual art world. She is a solicitor with three years post-qualification practice across various specialisms including wills and trust law, litigation and intellectual property, and contracts and real estate.

Camille Beckmann, Business Administrator

Camille Beckmann manages the company's day-to-day business. She also works as an intellectual property paralegal. Camille holds an LL.M. in International Law from Maastricht

University, and a Graduate Diploma in Law from the University of Law, London Moorgate. In 2018, Camille co-founded the Indie Art Legal Clinic at Maastricht University. She has experience in working for art galleries, law firms, and collecting societies across Germany, France, and the United Kingdom.

FURTHER INFORMATION

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