



PARTICIPATORY METHOD: DISCUSSION ON ART MARKET IN BELGAUM WITH SPECIAL REFERENCE TO PAINTINGS AND ITS PRICE

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ABSTARCT

This is a small group of fairly established artists who readily participated in discussion on art market in Belgaum. The major portion of the discussion was held on painting prices. One of the major observations is that the senior respondents show less interest in such interactions, it may be due age factor or personal reasons. The group high lights the importance of unknown factors which determine painting price. The observation and participation methods are use to collect and analyze data in this paper”

KEYWORDS : *observation and participation methods , analyze data.*



Participants from left to right: 1) Shri Anand Bekwad (Age 34) Pune, Freelance artist, 2) Researcher (Age 53), 3) Dr. D.S. Chougale (Age 53) Belagavi, writer and painter, and 4) Shri. Mahesh A. (Age 33),Belagavi.

Venue: Group Exhibition Belgaum.

Decoding the respondents of Group

Sl.No.	Participant's original name	Decodes
1	Shri Anand Bekwad	Respondent No. 1
2	Self	Researcher
3	Dr. D.S. Chougale	Respondent No. 2
4	Shri. Mahesh A.	Respondent No. 3

Source: The field work

Researcher, (Question No.1). What amount you have spent on entire education? And do you think that money spent on education will have influence on painting price?

Respondent No 1: “..... Sir, actually speaking, I do not remember the amount spent on my education. I might have spent about Rs. 80,000. And I do not think that the money spent on education will have any sort of influence on the painting price. Further, no artist will consider the educational cost while pricing his or her paintings.”

Respondent No 3: “.....Though, education cost may not influence the painting price but question worth it, because the education has become commercial and costly in modern days. This is true in case of professionals like Engineers, Doctors, and Lawyers, where educational cost may have impact on fees charged by them. It does not sound realistic in field of art and culture, to establish the relationship between the cost of education and the price. So, I feel, the educational cost does not govern the painting price.”

Respondent No 4: “.....I guess, Respondent No 3 has done his education long back and might have spent less money on it, therefore he believes education cost and painting price are not connected. I agree with him, on the cost of education and professional fees in case of Doctors and Engineers. But disagree with him, when he said ‘*I feel, educational cost does not govern the painting price*’ because the modern fine art education is equally costlier. Look at me, I have spent huge money on fine art education and I am freelance artist (professional) like Doctors and Engineers. The cost education has influence on painting price but it is not the predominating factors because there are many other things that I consider while pricing a painting. A piece of painting involves many elements like aesthetic value, creativity, theme, size etc. which influence painting price. You can not single out a specific factor.”

Researcher, (Question No.2). How many solo, group and foreign painting exhibitions have you participated so far? Does the number of exhibitions determine painting price?

Respondent No1: “Well..... I have as many as 8 solo and 11 group exhibitions to my account. I have had no offer of foreign exhibitions. The number exhibitions do not govern the price of painting; rather it is the cost of exhibition to some extent.”

Respondent No 3: “.....yes, I have couple of solo and group exhibitions to my credit i.e. 5 and 4 respectively. And the number of exhibitions will never determine the painting price. I feel, it is the quality of exhibition.....I mean who inaugurated the show, the kind of publicity, media coverage etc, may influence the painting price.”

Respondent No 4: “... I have organized 2 solo, 3 group exhibitions and have not participated in any of the foreign exhibitions. I agree with Respondent No 1 and 2 on their views that the number of exhibitions does not determine the painting price.”

Researcher, (Question No.3). What is the average cost of a solo exhibition for 7 days in cities like Delhi, Mumbai, Chennai and Kolkata including lodging, boarding and gallery expense? Does the cost of exhibition influence the painting price?

Respondent No1: “Oh... I have an experience of exhibiting my paintings in all these cities except Kolkata. The cost of 7 days exhibition varies from one city to another. For me, the costly city is Delhi, as it is far away from my home town (Pune). Though, I do not think of adding exhibition cost in painting price, but it comes to mind while pricing.”

Respondent No 3: “.....actually I do not like such questions, but it makes me think on it. The cost of the exhibitions, I have not calculated, yet I think it will be in between Rs 50,000 and 60,000 in each city. I do not relate the cost of the exhibitions and the painting price, for sure. Thus, for me, the exhibition cost does not determine the painting price.”

Respondent No 4: “... I think, the cost of exhibitions in these cities is in between Rs.40, 000 and 50,000 for 7 days shows. I believe, the cost has minor influence on the painting price.”

Researcher,(Question No.4). How many paintings have you sold so far? What is the total income earned? Does it have an influence on the painting price?

Respondent No1: "I have sold good number of paintings and happy about earnings in this field. I am freelance artist; I depend on paintings for livelihood. I do not have any other source of income for survival. I do not maintain the records of earnings from this profession but I can say.... '*I own a flat.... Educating my kids in private school and managing the family expenses*' it is because of my paintings. Yaa.... some time it is frustrating too, when we are not sold in the market."

Respondent No 3: "I do not look at the painting sales. I produce paintings, exhibit them in galleries and draw the maximum pleasure when people enquiry about the paintings. I am not freelance artist like Respondent No 1 and 4, whose sole profession is painting and to earn livelihood through it. I am a part-time artist, and my earnings from painting are minimum."

Respondent No 4: "Haa..... I have sold couple of paintings and earned income but not worth mentioning like Respondent No 1. He is doing quite well and an established artist."

Researcher, (Question No.5).How many paintings have you done so far? Is there any relationship between the number of painting done and its price?

Respondent No1: "I might have done more than 1500 paintings. More we produce painting; our skill will improve but not the painting price....ha ha."

Respondent No 3: "I never counted the number of painting produced so far and it is nothing to do with painting price. The painting price is all together a different issue."

Respondent No 4: "Even I do not remember the number of paintings produced but I produce at least 1 or 2 paintings in a fortnight. I agree with Respondent No 3 on price of the painting. My job is to do paintings and not to think....how it is priced, who priced, which factors are considered and all that."

Researcher,(Question No.6). What is the cost and price of a painting of 24" x 24" size? What factors do you consider while fixing the price?

Respondent No1: " The cost of painting is close to Rs. 2000 to 2500 for 24" x24" inclusive of canvas, colours, frames, and other materials. I price around Rs. 60,000 for the same. The factors that comes to my mind while pricing a painting are my style, application of colours, themes and look at the buyers interest in my work"

Respondent No 3: "..... I guess, the cost of painting remains more or less same for all artists, but we differ in pricing it. I price randomly, without considering any specific feature of the painting. Sometimes, I give paintings free, but this depends up on my mood, mind set and surrounding situations. So, I do not consider any factor while pricing a painting."

Respondent No 4: "Yes, production cost is same for all of us.....we differ in pricing.....as Respondent No 3 said. I consider public likes and dislikes while pricing my paintings. In other words, public motivation matters me a lot."

OBSERVATIONS:

The group consists of two freelancers and one part-time artist. The participants presented their views on various subjective aspects of the painting. Yet, each one of them differ in pointing out the factors that they consider while pricing a painting. The Respondent No 1 seems to be confident about his artist career, as he has made economic wealth out of it. The Respondent No 3 is an ideologist as he is from literature background. This group has given different insights into the determinants of the painting price. According this group, the factors like 1) the cost of education, 2) the cost of exhibitions and 3) the subjective elements etc determine the painting price.