Franklin Pierce University
Small Business Advisory Group

Sales & Distribution of Works of Art Study
Responsibilities

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Susan Conroy: Secretary
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Problem Statement

Research is necessary to determine if there are significant opportunities associated with developing the sales and distribution of works of art, created by Franklin Pierce community members on the Franklin Pierce University Rindge campus.
Research Objectives

• Asses the current literature related to how different universities support and deliver the sales and distribution of student works of art, including gallery and store business models
• Determine if there is sufficient demand for FP community works of art
• Determine if there is sufficient supply of FP community works of art
• Determine the most efficient sales and distribution model for FP community members
• Investigate what prices buyers are willing to pay for works of art
Definition

- Community members refer to students, faculty, staff, parents, and alumni
Methodology

• Met Professors Nathan Sullivan and Susan Silverman to discuss ideas for a retail store and gallery model to sell students’ artwork
• Determined their needs for a spacious area, target market, how to assess the quality of artwork, and the supply and demand that exists on campus
• A proposal was drafted and presented to Nathan and Susan
• The group brainstormed ideas for research Initiatives and tasks in the distribution of student artwork
Methodology (Cont’d)

• Identified colleges with similar qualities to Franklin Pierce and researched their art gallery models via interviews, email correspondences, and website investigations.

• As a result of our research, a survey was developed and distributed to students, faculty, staff, parents, and alumni of the Franklin Pierce community.

• The data was collected and the Statistical Package of Social Sciences (SSPS) program was utilized to organize the results.

• Members of the group organized the research and created PowerPoint slides for all research collected.

• The group examined the research data and developed conclusions and recommendations based upon the results.
Development of Survey

• Throughout our process we used face and content validity through expert review
The population was comprised of the community of Franklin Pierce University at Rindge, which includes students, faculty, staff, alumni, and parents.
Sample Size

- The total sample size was 260.
Data Collection Method

• Self-administered survey
  • Respondents take the survey in a group context while working individually

• Drop-off survey
  • Allowing the survey questions to be left with the respondents so they could return it to the surveyors at their convenience

• Non-probability convenience sampling
  • Allowing the surveyor to choose at their discretion where and who should be surveyed.
Assumptions

- Respondents answered the questions completely, honestly, and accurately.
Limitations

• Sample – Study would have had more integrity if sample included more parent responses for survey
• Due to our time constraint, we did not use a probability sampling method.
• Time – A longer time period would have been helpful with additional qualitative and quantitative data collection
Results of FP Observations/Interviews

• Students have the opportunity to exhibit their works in several shows, during the year at the University's Thoreau Art Gallery.

• Empty Bowls Luncheon
  • Art students make bowls for event
  • Community members are able to make a donation for lunch and keep the bowl
  • Made $1,800
FP Ward Interview

- Asked the benefits of having the opportunity as an artist to sell work, Ward responded:
  - Helps boost confidence
  - Great Morale Booster
  - Opportunity to create a name

- Ward was able to sell three pieces and he was ecstatic
Interview: Fine Arts Show

• Currently on campus this year there has been one art sale, one student participated
• Interviewed Franklin Pierce University Senior Peter Ward
• Art show consisted of 7 Seniors art work from diverse art forms including glass, ceramics, photography, painting, and drawing
• Roughly 50 people attended the show
• Some artists did receive monetary offers for their art work
• Peter made 12 pieces to submit to the FA show
Interview: Graphic Design Show

- Interviewed Senior Brittany Mather
- Show consisted of 10 Seniors' pieces including graphic design, photography, screen printing, and glass
- Roughly 50 people in attendance
- Brittany submitted 7 pieces to the show
Mather Interview (Cont’d)

- Asked the benefits of having the opportunity as an artist to sell work, Mather responded:
  - Market their work and abilities
  - Make a name as an Artist
  - Build self esteem to see peoples interest
  - Learn what customers want as designers
• Thorne-Sagendorph Art Gallery
  • Gallery was a gift to the college in 1964
  • Gallery maintains a year-round schedule of exhibitions of national and international quality and distinction. The gallery shows local artist as well as Keene State College Faculty and student work.
  • The gallery in conjunction with the Art Department offers an internship program each year to a Keene State art student.
  • All exhibits and programs are free and open to the public
  • The Gallery is open when Keene State College is in session
Keene State (Cont’d)

• Key to the success of the gallery is the support of the community-based Friends of Throne, a volunteer group.

• Hosts receptions, staffs the information desk, and leads a successful school program known as F.A.C.T.S, study of an individual artist and visit area classrooms to make presentations.

• 65 volunteers have reached more than 5,000 students at 17 schools with this program.

• April 20- May 11, 2013 The Keene State College Art Department presents works by graduating art majors.
• Art on campus was established to encourage and implement the installation of student and faculty artwork throughout the campus in the interior and exterior public spaces.
• Art throughout campus is used to enrich the living and learning experiences for all.
• On campus there is student art created in all levels as well as visiting artists work
• The art gallery houses works from the Arts, Architecture, and History majors
Roger Williams (Cont’d)

- The art gallery is used by the teachers as a learning tool for discussions, house lectures from well known artist and architects, and to house exhibitions which are brought to campus
- Students also work in the gallery as an internship
• Items placed in the galleries are picked based on the specific focus that semester
• Only one student exhibit is presented each year which is for the graphic design department
• Currently offers no format for students or professionals to sell personal artwork
Southern New Hampshire (Cont’d)

- Direct contact of the artist is currently the only way to purchase works of art.
- The school does not get involved with commissions off of sales
- Products available: paintings, sculpture, photography, video, installation art, ceramics, glass, fiber art
- Gallery is located on campus
Westfield State

- Arno Maris Gallery- hosts a minimum of five exhibitions each year
- Hosts an annual student art show
- With each exhibition there may be a public reception and/or presentation by an artist, critic, or curator
- Westfield State currently has an on-campus studio as well as a downtown studio
• Arno Maris Gallery Hours (located on-campus): Tue. - Sat. 2-5

• Downtown Gallery Hours: Tue. Wed. Fri. 2-5
  Thurs. 2-7 Sat. 1-5

• Currently no online sales program or work for sale within either gallery
Marian Graves Mugar Gallery
Permanent collections consist of old master prints
Holds five major events throughout the year including photography, graphics, painting, and prints.
Hosts a show of juried student art once a year and also a senior art exhibition at the end of each academic year
Artwork at the student shows is for sale and the full asking price is paid to the student
Students and buyers are usually in direct contact
Buyer pays the student directly for the art, the school/gallery does not receive a commission
Walter J. Manninen Center for Arts supports a variety of art studies and performance venues.

- Has a museum quality art gallery for visiting art exhibits, gallery talks and community shows; a student art gallery; separate painting, photography, printmaking, ceramics, and woodshop studios.
- The gallery currently hosts 8-10 shows per year from a variety of different areas of study
  - Currently hosting 3 shows:
    - Spencer Presentation
    - Carol Grillo Art
    - Hefler Visiting Artist
- Open Monday through Friday 11:00am-5:00pm
- Must buy tickets to go to all events
  - Students $5.00
  - Non Student Body $10.00
Established 1988 by then university president, William R. O’Connell Jr., with the goal to create a professional gallery space that would showcase the region’s emerging talent.

The goal for the gallery was to bring in exhibits that would expand the understanding of the visual arts, both on campus and in the community.

The Gallery features exhibitions of national significance as well as the works of regionally recognized artists showing diverse media, including large site-specific installations, and traditional two- and three-dimensional offerings.
New England College (Cont’d)

- The gallery hosts 8-10 events throughout the year including one student art exhibition.
- Admission to The Gallery is free
The Project Room

- URI Fine Arts Center, Room F102
  - 105 Upper College Road, Kingston, RI
  - Gallery hours: Monday - Thursday 12 - 4:00 p.m.
- Space where visiting artists, faculty, and students can exhibit artwork in a rough state.
- Space is intended to be a sanctuary for experimentation and interdisciplinary art making

Corridor Gallery

- Provides a venue to display work of art from faculty, invited artists, and selected work from art classes. The Gallery is open during Fine Arts Center building hours.
Presidents Collection

- Highlights the creative achievements of alumni, students, and faculty of the Department of Art and Art History at the President’s home on the Kingston Campus.

Carlotti Exhibition

- The Carlotti Gallery is a new venue for art students to display and market their art work on campus.

- URI also offers an online Gallery of Portfolios for students, alumni, and faculty.
Rhode Island School of Design

- RISD works as an innovative hybrid: a retail store, gallery and design showroom that features an annual curated collection and changing exhibitions of work by RISD alumni and faculty.

- Open until 9pm the third Thursday of every month for Gallery Night
  - There are also extended hours for special events like WaterFire Providence and Gallery Night, Commencement and RISD by Design weekend.

- All of the items at RISD works are designed and made by Rhode Island School of Design (RISD) alumni and faculty.
Savannah College of Art and Design

- Operates 8 galleries in Savannah, GA; 4 in Atlanta, GA; 1 in Lacoste, France; and 1 in Hong Kong
- Operates a Online store as well [http://www.shopscad.com/](http://www.shopscad.com/)
- Store hours in Savannah
  - M-F: 9am-5:30pm
  - Sat: 10am-5:30pm
  - Sun: 12-5pm
SCAD Selection Process

- Consideration for the stores is based on quality as well as artistic merit
- After careful selection pieces are admitted to the various stores
- Demand and pricing is based on the materials used and if price is too high, then items might not make it to the shelf
• **Slipe Gallery**

• Showcase for student work which gives students the experience of preparing and installing an exhibition.

• Scheduled throughout the academic year

• Available to other organizations and individuals on a selective basis for purposes that are compatible with, or enhance, the mission of the Hartford Art School.

• Monday through Friday from 9:30am through 4:30pm.

• Being a big art school they present awards such as: Artistic Merit Scholarship from the Hartford Art School admissions department valued at $10,000 or more per year.
Joseloff Gallery

- Exhibitions focusing on a wide range of contemporary art in all media
- Environment where students gain inspiration. Through lectures and gallery talks by critics, scholars, and visiting artists, students acquire an understanding of the context for interpreting the work
- Monday through Friday from 9:30am through 4:30pm
The Kondos Gallery and SCC Art Collection

• Holds a collection of fine arts, currently has over 1,000 objects representing the diverse cultural periods of the college faculty and its most advanced students

• Mission of Kondos Gallery:
  › To establish the Kondos Gallery as an important arts destination within the local community
  › Promote creativity and visual literacy in the students so they may be engaged and productive members of an increasingly visual culture
  › Maintain an awareness of current aesthetic, philosophical, and cultural developments that are occurring in the world of contemporary art
  › Be aware of the diversity of cultures in student body
  › Introduce professionalism to art students through juried exhibitions and hands-on training in the aspects of gallery management
• Currently has multiple galleries for art and the performing arts
• Gallery South is a student run co-op where students whose purpose is to showcase current work being produced.
• Photography students from the school are required to submit work three times per semester
• The galleries offer art lecture series, visiting artists, and student and faculty exhibitions.
Franklin Pierce Community Works of Art Questionnaire

We are a team of Franklin Pierce University students participating in the Small Business Advisory Group. We are investigating if there are significant opportunities associated with the sales and distribution of works of art, created by Franklin Pierce community members (students, faculty, and staff) on the Franklin Pierce University Rindge (FP) campus. Your individual responses will be kept confidential and all data taken from the survey will be reported as aggregate data only. Thank you for your time and participation.
1. Have you ever purchased art before?
   __ Yes
   __ No

2. Where would you most prefer to purchase art created by Franklin Pierce community members? (Choose only one)
   __ On-Campus
   __ Off-Campus at local retail store
   __ Online
   __ Not interested in purchasing art
3. If given an opportunity to purchase art on-campus, when would you most likely purchase? (Choose only one)
__ Any time during the Academic Year
__ Sporting Events
__ During the Christmas Season
__ Preforming Arts Performances
__ Graduation
__ Family Day
__ Open House
__ Not Interested in Purchasing

4. How much would you be willing to spend on a work of art?
__ $0-$9
__ $10-$19
__ $20-$29
__ $30-$39
__ $40-$49
__ $50 +
5. Are you interested in selling your art?
   ___ Yes
   ___ No

6. What is your relation to Franklin Pierce University?
   ___ Student
   ___ Faculty
   ___ Staff
   ___ Parent
   ___ Alumni
   ___ Other

7. If you are a student, what is your major?
   ___ Fine Arts
   ___ Graphic Communication
   ___ Other Major or Undecided
1. Have you ever purchased art before?

- Yes: 56%
- No: 44%
2. Where would you most prefer to purchase art created by Franklin Pierce University members?

- On-Campus: 57%
- Off-Campus at local retail store: 16%
- Online: 19%
- Not Interested in Purchasing Art: 8%
3. If given an opportunity to purchase art on-campus, when would you most likely purchase?

- Any Time During the Academic Year (50%)
- During Christmas Season (16%)
- Graduation (12%)
- Open House (6%)
- Family Day (4%)
- Sporting Events (3%)
- Performing Arts Performances (2%)
- Not Interested in Purchasing (3%)

Franklin Pierce University
4. How much would you be willing to spend on a work of art?

- $0.00 - $9.00: 22%
- $10.00 - $19.00: 31%
- $20.00 - $29.00: 24%
- $30.00 - $39.00: 10%
- $40.00 - $49.00: 6%
- $50.00+: 7%

Franklin Pierce University
5. Are you interested in selling your art?

- Yes: 27%
- No: 73%
6. What is your relation to Franklin Pierce University?

- Student: 80%
- Faculty: 5%
- Staff: 5%
- Parent: 4%
- Alumni: 1%
- Other: 5%

Franklin Pierce University
7. If you are a student, what is your major?

- 79% Other Major or Undecided
- 12% Fine Arts
- 9% Graphic Communications
Cross Tabulation: Are you interested in selling your art? What is your major?

If you are a student, what is your major?

- Fine Arts
- Graphic Communications
- Other Major or Undecided

Count Yes | Count No
---|---
20 | 140
10 | 130

Cross Tabulation: If given the opportunity to purchase, when? Where would you?

- On-Campus
- Off-Campus at local retail store
- Online
- Not Interested in Purchasing Art
Discussion

• A majority of the students said that they have purchased art before
• 81% of students said they would purchase art on campus, similar to other universities
• Other universities offer art galleries that are open year round, consistent with our findings on the FP campus, where 50% of students said they would purchase any time during the academic year
Conclusions

• Based on our first research objective and our analysis of colleges and universities with comparable qualities and characteristics, the research suggests:
  • Larger schools have the resources necessary to hold more than one art event throughout the year, including a student art show
  • Larger schools tend to have stores, exhibits, and online capability to sell student art work
  • Schools in comparable size to Franklin Pierce University tend to hold an annual art event
Conclusions (Cont’d)

• Our second research objective that addressed student demand finds that:
  • Respondents would be most likely to purchase on campus 57%, online 16%, off-campus at a local retail store 8% 
  • To summarize, 81% of the respondents stated that they would purchase art
Conclusions (Cont’d)

• Our third research objective was to determine how many students would be willing to create art for purchase:
• The data suggests 27% of respondents would be willing to sell their art
  • 56 out of 260 respondents would be willing to sell their art
Conclusions (Cont’d)

- Our fourth research objective was to determine the most efficient sales and distribution model for Franklin Pierce University:
  - 57% would prefer to purchase art on campus
  - Only 16% would purchase art online
  - 50% would purchase art any time during the academic year
  - 12% would purchase art during Christmas season
Our fifth research objective was to determine the price community members would be willing for pay for works of art:

- Our research findings suggests 77% of community members would be willing to pay up to $29 for a work of art
Recommendations

• We recommend that Franklin Pierce host a couple events throughout the year. There is a significant interest in purchasing art, however, we determined that there is not a high enough demand to sustain a year round location
  • This would provide artists enough time to create works and guarantee enough product to be sold
• We recommend that the school utilize the current available space to display works of arts throughout Marcucella, Petrocelli, and Fitzwater Center
Recommendations (Cont’d)

- Publicize the opportunity of purchasing art during art shows held at Thoreau Art Gallery
  - Price determined by student, commission free
- Partnerships and alliances with other New Hampshire schools
  - Could be held at Manchester campus location
- Further research could be conducted related to identifying permanent space