

People often think that art is only for wealthy people or for those who understand art very well.

I want to use the slogan, “**Art is not about how much you spend, but about how you see,**” to break this mental barrier and help you cross that gap in your mind.

It is important to overcome this mental obstacle so that you can see art as something normal, rather than something distant or unreachable.

First, what is the art market?

I would like to ask two questions to clarify its definition.

The first question is: “**What does art buying and selling mean?**”

The second question is: “**How do artworks differ from ordinary commodities?**”

I use these two pictures to introduce the idea of art buying and selling.

Many people think that art trading only happens in special places or on formal occasions. They also think that all artworks are expensive.

However, I want you to know that artworks can be expensive, cheap, or affordable.

The second question is: **How do artworks differ from ordinary commodities?**

The main difference is that we rely on commodities to survive, but art is more like a luxury product, such as famous brands like Louis Vuitton or Chanel.

Why do some people like to collect artworks?

Because artworks have two important characteristics: **non-reproducibility** and **opaque value**. These two attributes make artworks different from ordinary luxury products.

With modern technology, artworks can be reproduced easily, such as NFTs that generate many digital copies. However, the original painting is still only one.

Artworks also have opaque value.

Luxury products may be expensive, but they usually have fixed prices or a limited price range. In contrast, artworks can have very different prices at different times and auctions.

For example, suppose the famous painting *Mona Lisa* is worth one billion dollars today. In the future, if several wealthy collectors all want this painting, the final auction price could rise to ten billion dollars under certain circumstances.

Next, I will introduce the basic structure of the art market.

There are two main parts: the **primary market** and the **secondary market**.

There are also three main roles: **galleries, auction houses, and collectors**.

The primary market includes galleries and exhibitions, where artworks are first introduced to the public.

The secondary market consists of auctions such as Sotheby's and Christie's.

Next, I will use a picture created by ChatGPT to describe the relationships between galleries, auctions, and collectors.

Galleries are responsible for discovering new artists, organizing exhibitions, and selling new artworks.

After artists gain fame, their works may enter the secondary market, where people can bid for them at auctions.

The difference between galleries and auctions is that when a painting is sold at an auction, its price becomes public information. Everyone can know its value.

However, if a painting is sold only in a gallery, only a small group of people know its price.

Collectors also play an important role in keeping the art market alive.

In summary:

Galleries are the gateway, auctions are the amplifier, and collectors are the final judges.

This sentence clearly describes their functions in the art market.

Next, I will explain how individuals can enter the art market.

As I mentioned before, exhibitions and galleries are the first opportunities for people to approach artworks.

I use two exhibitions as examples: *One Art Taipei* and *Art Future*. These exhibitions are held in hotels, and each room represents one gallery. The gallery staff display artworks on beds or hang them on the walls.

A common misconception among beginners is: **Does fame equal a good investment?**

I use two paintings as examples to explain this idea. The left picture is the *Mona Lisa*, and the right one is created by AI. Both are artworks, whether created by humans or by AI.

Therefore, fame does not determine whether an artwork is good or bad. A good artwork can also be created by AI rather than by a human.

Next, I would like to share my personal experience.

Art galleries are very common in Taipei. You can search on Google Maps and find many galleries. It is interesting to walk around and visit them because each gallery has its own style.

I will introduce two galleries: Apollo Art Gallery and Whitestone Gallery.

The first artist is 黃至正. I show some of his artworks here. You can check the reference link to see more of his paintings. You can just take a quick look at these artworks. The second artist is 李石樵, who also creates beautiful paintings and has an exhibition at Apollo Gallery. 黃至正 is a relatively young artist, because most well-known artists are older or have already passed away.

The second gallery I will introduce is Whitestone Gallery, which is a chain of galleries originating from Japan. It has branches in Japan, Hong Kong, Singapore, and Seoul.

One artist is 黃品彤. These artworks are made of wood and convey warmth and tranquility.

Another artist is Miwa Komatsu. According to her description, she can see gods or spiritual beings that ordinary people cannot see, and she transforms these visions into her artworks. I will not discuss her further because you can easily find more information online.

Next is how I evaluate artists.

Some artists I like are Miwa Komatsu, Huang Pintong, and Peter H. Harskamp. Their artworks share common characteristics: **strong recognizability, consistency, and unique personal style**. These qualities are why I admire them.

In conclusion, art is not a fast-money market.

It requires patience and a long-term approach to accumulate artworks and wait for their value to grow.

✓ Q&A Section

Question 1:

What do you think about the future of AI artwork?

It is a very good question. AI allows people who do not know art techniques to create impressive artworks. However, I believe that AI will not replace human artists.

Even though AI can create beautiful images, it does not have the motivation, background, or ability to explain the meaning behind its creations. No matter how advanced AI becomes, it is still an assistant to humans.

AI can create artworks and some of them may be purchased by people, but human artists have personality, motivation, and personal perspectives. AI will never truly have these qualities.

Question 2:

Will our sense of beauty be reshaped by AI?

Of course, AI will influence our sense of beauty, but it still cannot replace humans.

Before computers were invented, artists used brushes and ink. After computers appeared, people began using software such as Adobe to create digital art. After AI was developed, people started creating artworks by entering prompts.

This shows that art evolves with new tools, but the core of creation still comes from humans.

Although software or AI can create “perfect” images, our sense of beauty is not replaced. We may enjoy artworks made with new tools, but human creativity remains essential.

Question 3:

Is a banana taped to a wall art?

A banana taped to a wall can be considered art, but this kind of artwork may not last for a long time.

In contrast, artworks like the *Mona Lisa* or works by Picasso and Vincent van Gogh have lasted for centuries and continue to be examined and appreciated over time.

In my opinion, the banana artwork is unlikely to last as long as these historically significant artworks.