

ARTS AND ENTERTAINMENT

Phillips partners with art intelligence platform for market trend insights

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Phillips is linking with an art intelligence platform. Pictured, Walasse Ting, I Bring You a Spring, 1971. Image credit: Phillips

By LUXURY DAILY NEWS SERVICE

Auction house Phillips is partnering with a technology firm to provide clients with valuable information about emerging trends in the art world.

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Articker, which was founded in 2014, aggregates open-source data on artists and artworks. The intelligence platform will give Phillips more robust insights about 20th and 21st century artwork to better identify emerging and in-demand artists.

"Phillips' team of international specialists take pride in our ability to provide unique insight into the market at large and Articker will democratize this access to globally sourced information about the world's leading artists," said Edward Dolman, CEO at Phillips, in a statement. "Digital innovation is a top priority for Phillips and Articker's value as a tool for our staff and clients will be immeasurable."

Articker

Created by a computer scientist and a data scientist, Articker has a database that tracks more than 16,000 online publications in addition to 50,000 other sources such as galleries, museums, and art fairs.

This data is used to chart the career trajectories of more than 150,000 artists, including relationships between artists, geographical coverage, and value correlations. The premise is that media trends hint at market trends.

Much of this work was done manually by Phillips staff, and will now be streamlined by Articker.



The Articker homepage.

The platform's insights have already helped add context to some recent Phillips sales.

For instance, Amoako Boaffo's painting "The Lemon Bathing Suit" sold at Phillips for more than 20 times the low estimate in the artist's debut. However, Articker data showed that Mr. Boaffo's media presence had increased 82 percent in the last 18 months.

Similarly, works by artists Tschabalala Self and Julie Curtiss exceeded their low estimates at Phillips auctions while their media presences have grown exponentially.

Insights from Articker will also be shared with Phillips clients on the firm's website with "The Articker Bulletin."

Beyond Phillips, other players in the art world are looking to harnessing data science to better predict market trends.

In 2017, online art destination Artsy has acquired data science startup ArtAdvisor to provide deeper understanding of the current and future art market.

ArtAdvisor, a New York-based art technology startup, analyzes data about artists to glean insights about the individual's work in the larger cultural landscape ([see story](#)).

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