



# AMERICAN craft FORUM



From today's registrants:

**92%**

Of registrants buy artwork

**58%**

Consider yourself a collector

Top 5 ways you usually purchase work:

Craft/Art Fair	75.68%
From the Artist: Studio Visit	56.76%
Commercial Gallery: In-person	43.24%
Nonprofit Gallery: In-person	28.96%
From the Artist: Online	27.03%

Primary Market – The market in which artworks are sold for the first time, typically directly by the artist, a gallery, or an authorized representative.

Secondary Market – The market for reselling artworks that have had a prior owner, including auctions, private sales, and dealer transactions.

Acquisition – The process of adding an artwork to a collection through purchase, gift, bequest, or donation.

Deaccessioning (Deacquisitioning) – The formal process by which an artwork is removed from a collection, often through sale, exchange, or donation, most commonly by museums or other collecting institutions.

Provenance – The documented record of an artwork's ownership history, used to establish authenticity, legality, and value.

Appraisal – A professional, written assessment of an artwork's value, typically conducted for insurance, estate planning, sale, or charitable donation purposes.



**Douglas Heller**  
Co-Owner, Heller Gallery





STANISLAV LIBENSKÝ  
JAROSLAVA BRYCHTOVÁ



Libenský / Brychtová, *Celebrate* 2014



Amber Cowan *Chroma Revival* 2015



Charlotte Potter *Through Bloodlines & Timelines* 2015



Sydney Cash, *Pre-Net: Optical Kinetic Sculptures* 2016

TOOTS ZYN SKY  
КАДЫ КОМПОЗИЦИИ ПОДДЕРЖАЛИ  
СООБЩЕСТВО ИМ



Toots Zynsky Endangered Species 2018



Harry Allen Esque 2016



Michael Glancy, *Squaring the Circle* 2017



Martin Janecky, *Dia de Muertos* 2018



Nadege Degenetz, *This Body This Place* 2018



Lino Tagliapietra, *Master Moment* 2019



Mel Douglas, *Defining Space* 2020



Ivana Sramkova, *Pecking Order* 2021



Laura Kramer, *Portraits in Pearls* 2023



Michiko Sakano *Droplets* 2024



Christina Bothwell,  
*Luminous Dreams in  
Cataclysmic Times* 2021

“  
The global auction market showed renewed signs of optimism in 2025, with sales from Christie's, Sotheby's, and Phillips rising 16.6% year-on-year to a combined \$9.65 billion. This marked a reversal of the downward trend observed since 2022.

RawFacts Auction Review by ArtTactic, published December 2025. <https://arttactic.com/reports/rawfacts-auction-review-2025>



**Suzanne Perrault**  
Partner at Rago/Wright Auctions





# Crafted in Wood: The Stephen Weinroth Collection 14 July 2023 / 11 am et



CRITIC'S PICK

# The Met Museum Sees More Clay in Its Future

An abstract painter found his place as a great collector of American ceramics. His latest gift ushers the Metropolitan Museum of Art into the 21st century.



# Find your way around George E. OHR's market

Intuitive ArtMarket® The essentials for making buying and selling decisions

Turnover evolution

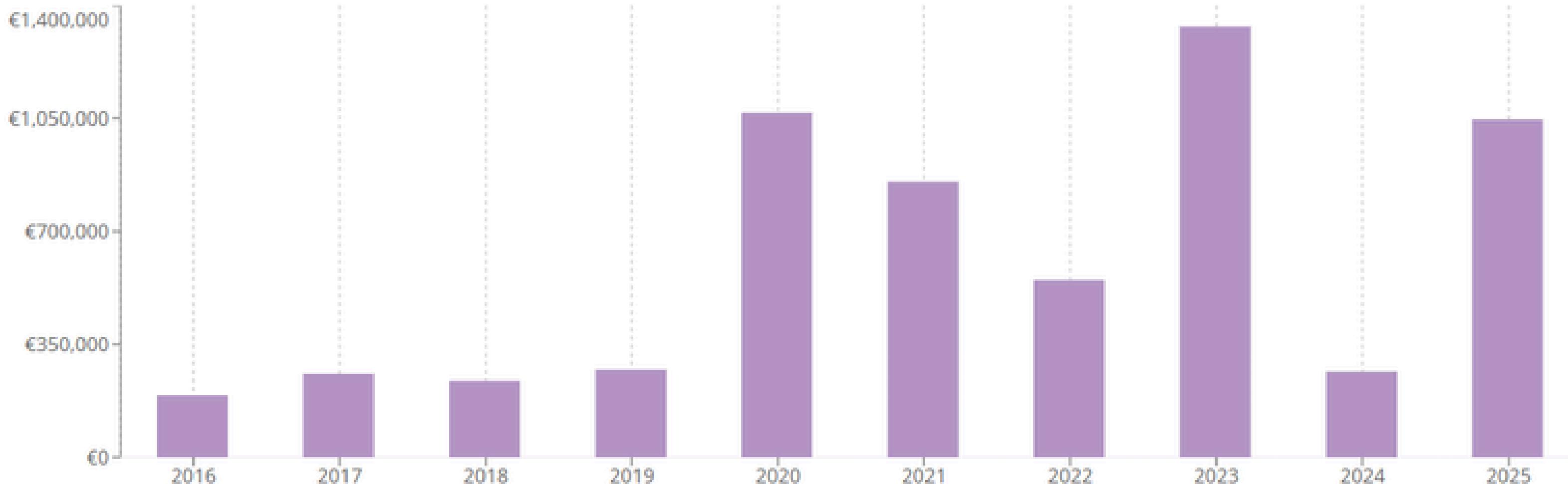
Evolution of their rating

World ranking

Best-selling category

Primary Marketplace

...





# Find your way around Claire FALKENSTEIN's market

Intuitive ArtMarket® The essentials for making buying and selling decisions

Turnover evolution

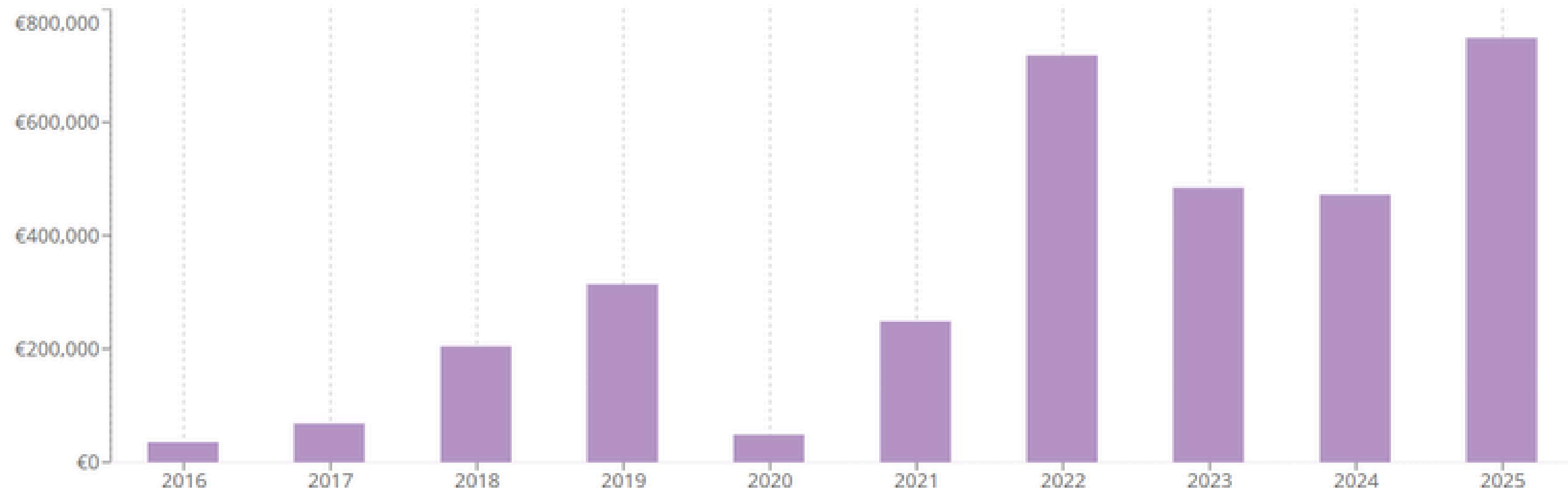
Evolution of their rating

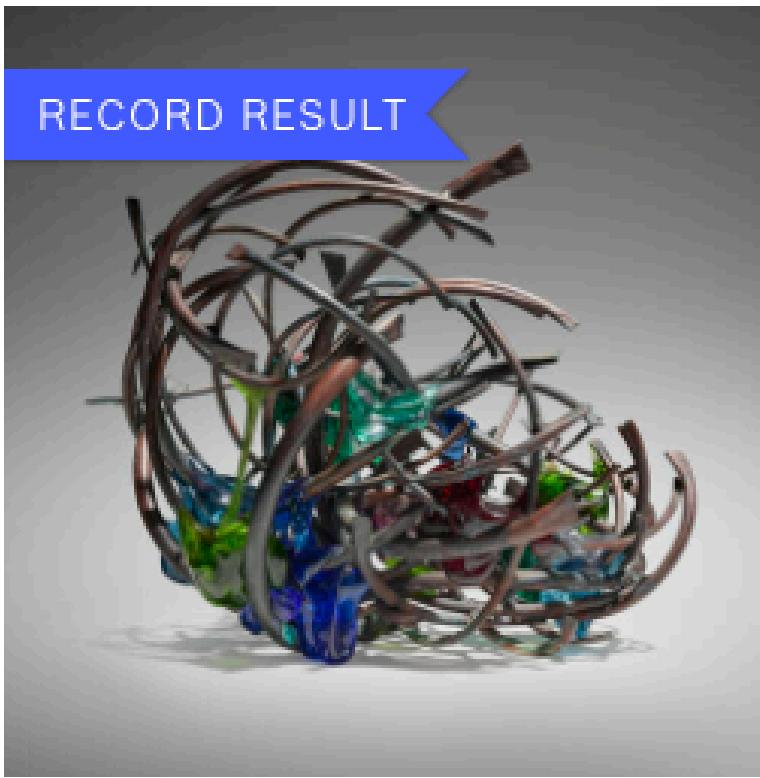
World ranking

Best-selling category

Primary Marketplace

...





**236**

**CLAIRE FALKENSTEIN**

Untitled (Fusion)

estimate: \$50,000–70,000

result: \$201,600



**103**

**CLAIRE FALKENSTEIN**

Untitled (Fusion)

estimate: \$30,000–50,000

result: \$82,550



**106**

**CLAIRE FALKENSTEIN**

Untitled (Point as Set)

estimate: \$70,000–90,000

result: \$203,200

# Unbound: The Dina & Jerry Wind Collection

## 23 April 2024

### moonet





**127**

**DALE CHIHULY**

Red Persian Set with Black Lip

Wraps

estimate: \$15,000–20,000

result: \$40,320



**136**

**DALE CHIHULY**

Orange Macchia Set with Green

Lip Wraps

estimate: \$10,000–15,000

result: \$20,160



Isobelle Boltt  
Representing Artsy



# Artsy is the largest and fastest growing art marketplace in the world.

**3.7 million**  
registered users  
from 190 countries

**2 million**  
sessions with  
commercial intent

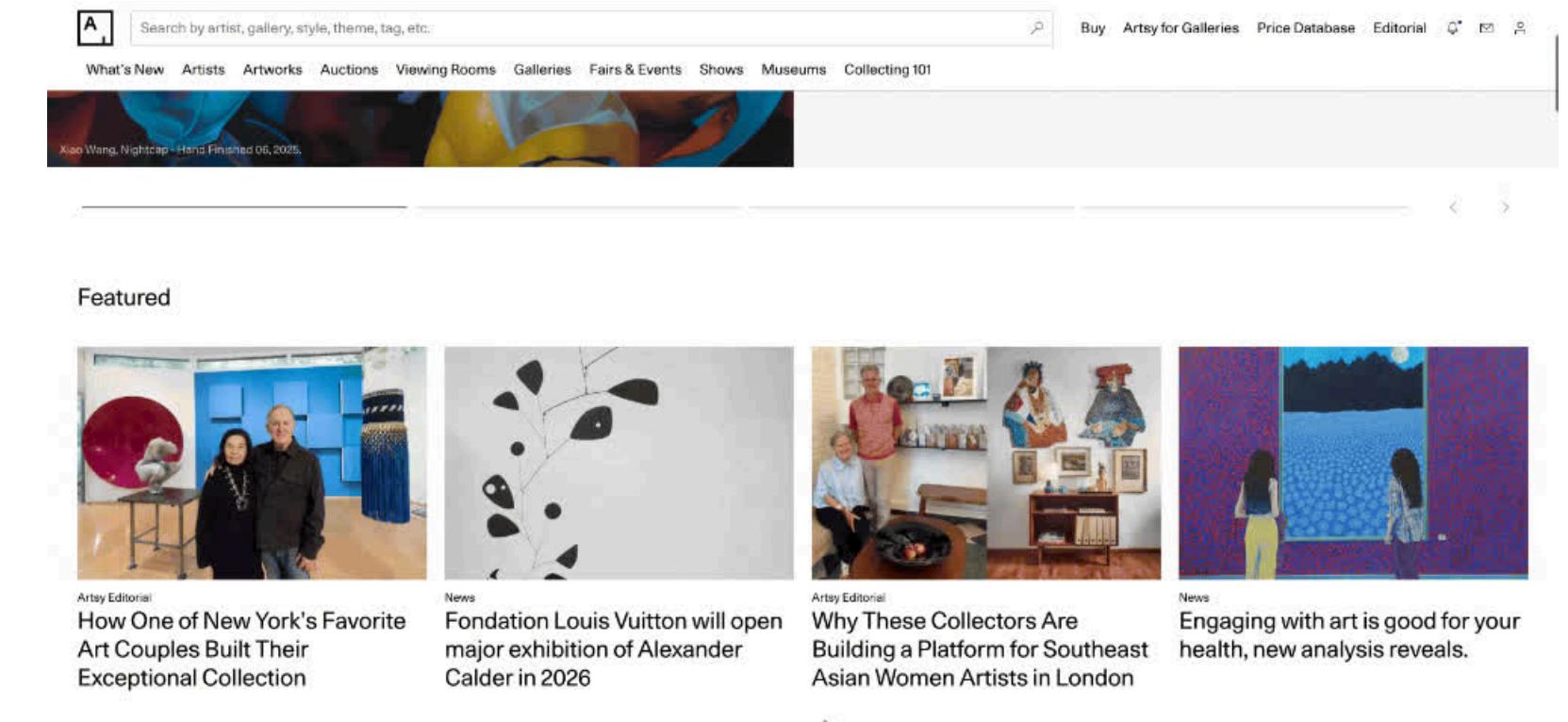
**5 million**  
followers across  
social media

## Every month:

**2.4 million**  
active visitors

**20,000**  
new art enthusiasts  
join Artsy

**1,000**  
new collectors make  
their first purchase



# Digital sales channels remain crucial for meeting next gen collectors

**71%**  
of collectors under 37 bought art online in 2024

**30%**  
increase in first-time buyers on Artsy in 2025

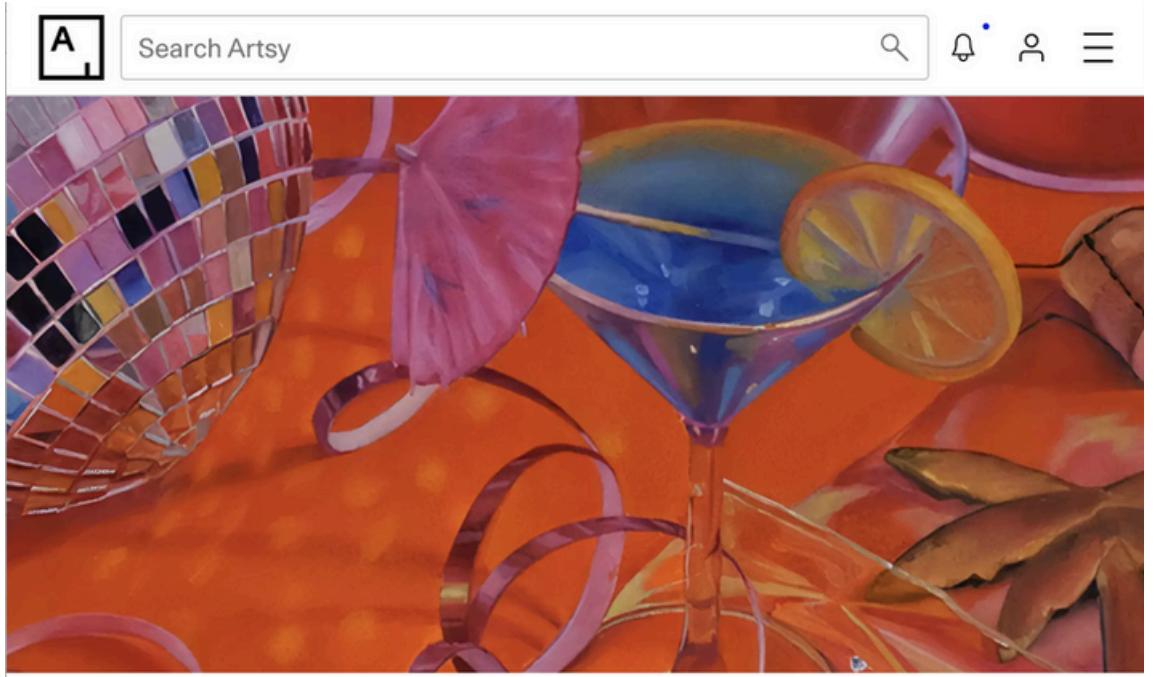
**76%**  
of galleries offered works online in 2024

## Price sensitivity has led to a surge in interest in smaller works by emerging artists

**61%**  
of collectors buy under \$5000

**40%**  
of Artsy purchases in 2025 were under 40 inches

**72%**  
of collectors say they're most interested in emerging artists



Art Market

### Art Market Trends 2025

Arun Kakar



Art Market

### Artsy Buyer Trends 2025

Arun Kakar

# We're seeing growing buyer interest in craft medium types on Artsy

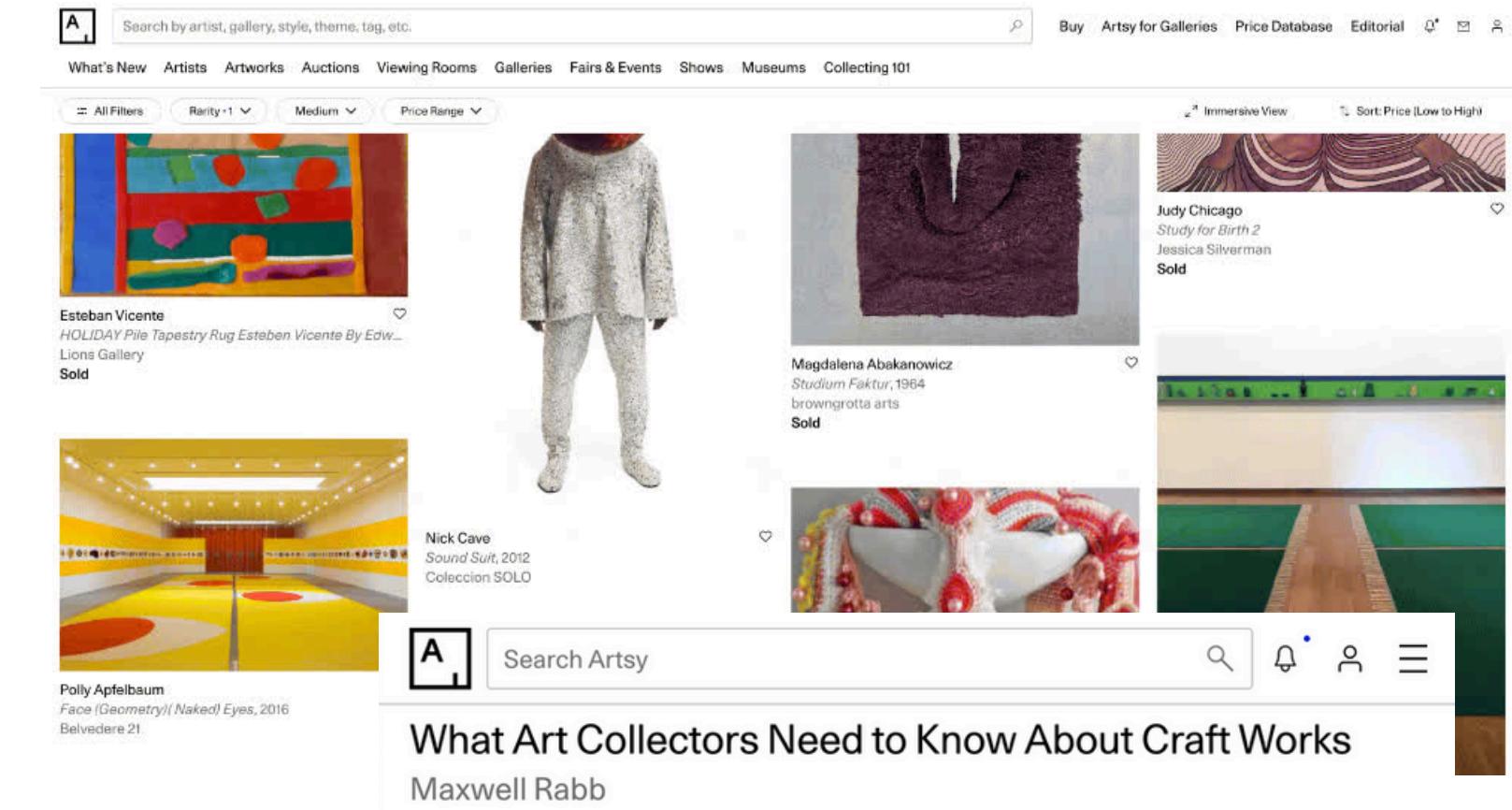
114%  
increase in  
purchases listed as  
Embroidery

97%  
increase in  
purchases listed as  
Tapestry

54%  
increase in  
purchases listed as  
Textiles

The following words were in our top 200  
search terms last month:

“Glass”    “Ceramic”    “Tapestry”    “Textile”



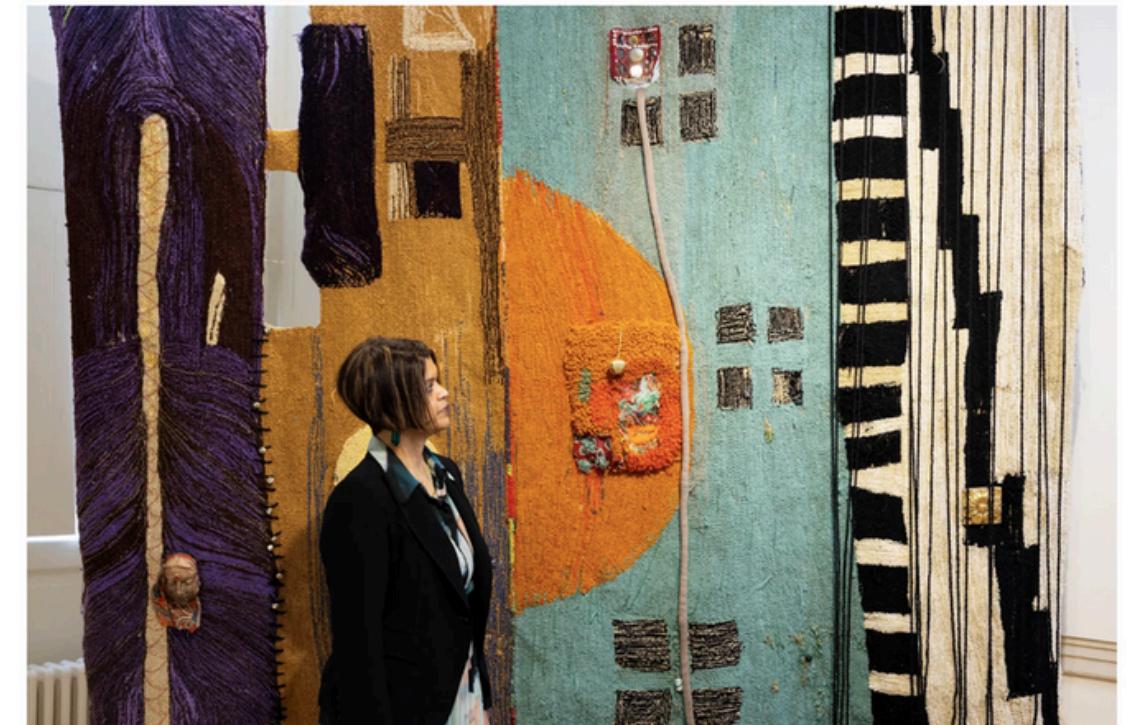
The screenshot shows a grid of craft artworks on the Artsy platform. At the top, there's a search bar and navigation links for 'What's New', 'Artists', 'Artworks', 'Auctions', 'Viewing Rooms', 'Galleries', 'Fairs & Events', 'Shows', 'Museums', and 'Collecting 101'. Below the search bar are filters for 'All Filters', 'Rarity +1', 'Medium', and 'Price Range'. The grid includes:

- A colorful tapestry by Esteban Vicente titled 'HOLIDAY Pile Tapestry Rug'.
- A textured garment by Nick Cave titled 'Sound Suit'.
- A purple rug by Magdalena Abakanowicz titled 'Stadium Faktur'.
- A photograph of a room by Polly Apfelbaum titled 'Face (Geometry)(Naked) Eyes'.
- A small image of a purple and white patterned cloth.
- A small image of a green and yellow patterned cloth.

## What Art Collectors Need to Know About Craft Works

Maxwell Rabb

Feb 27, 2025 7:23PM



Installation view of Collect Art Fair, 2024. Courtesy of Collect Art Fair.

# Artist Spotlight: Élise Peroi

Selected for the Artsy Vanguard 2026. Peroi studied textile design at the Académie Royale des Beaux-Arts in Brussels, where she earned her MFA in 2015.

Suspended within window-like frames reminiscent of looms, her silk works open up ethereal spaces evoking ancestral tapestries, yet speak a contemporary language entirely their own.

**292%**  
increase in Artsy  
followers in the past  
year

“I don’t have much of a background in painting or the visual arts, but there are two important figures in my family. The first is my mother, who’s a highly skilled seamstress. The other is my grandmother, on my father’s side, who was an illuminator and calligrapher”



Élise Peroi, installation view of “For Thirsting Flowers” at CARVALHO, New York, 2025. Courtesy of the artist and CARVALHO.

# Artist Spotlight: Heidi Lau

Selected for the Artsy Vanguard 2026. Heidi Lau's unconventional spin on a traditional medium, combined with her Chinese mythologic and folkloric inspirations, is what distinguishes her practice.

Her latest work, *Pavilion Procession* (2025), is on view at Hong Kong's M+ museum. Lau's work is featured as part of the museum's Sigg Prize, a biennial award celebrating artists in or from the greater China region and its diaspora.

85%  
increase in Artsy  
followers in the past  
year

“To be able to give an actual physical form to something that didn’t previously exist is empowering. I feel like there’s a current, power, or energy you impart onto the object, which was something I never felt with printed material.”



Heidi Lau, *Mother and Child* and *Talisman Vessel*, both courtesy of Sikkema Malloy Jenkins

# Artist Spotlight: Sayan Chanda

Selected for the Artsy Vanguard 2026. Born in Kolkata, many of the Sayan Chanda's works, carefully constructed from found materials, are titled after minor, overwritten, or maligned goddesses from India's Vedic history.

Over the last six years, Chanda has built a focused body of work in woven and stitched textiles and hand-molded ceramics—votive and ritual objects that together constitute a sanctum of personal divinities.

766%  
increase in Artsy  
followers in the past  
year

“I go back and forth with the idea of ownership,” he said. “In working with *kantha*, I am conversing with makers whom I would never know, mostly women from more than fifty or more years ago. The strips have their own stories.”



Sayan Chanda, *Jyestha*, 2023, courtesy of Jhaveri Contemporary

“  
A recent Art Basel & UBS Survey found that 63% of collectors purchased directly from artists in 2024-25, whether through studio visits, fairs, commissions, or social media.

Art Basel and UBS Survey of Global Collecting 2025 released in October.  
<https://www.artbasel.com/stories/art-market-survey-of-global-collecting-2025-female-digital?lang=en>

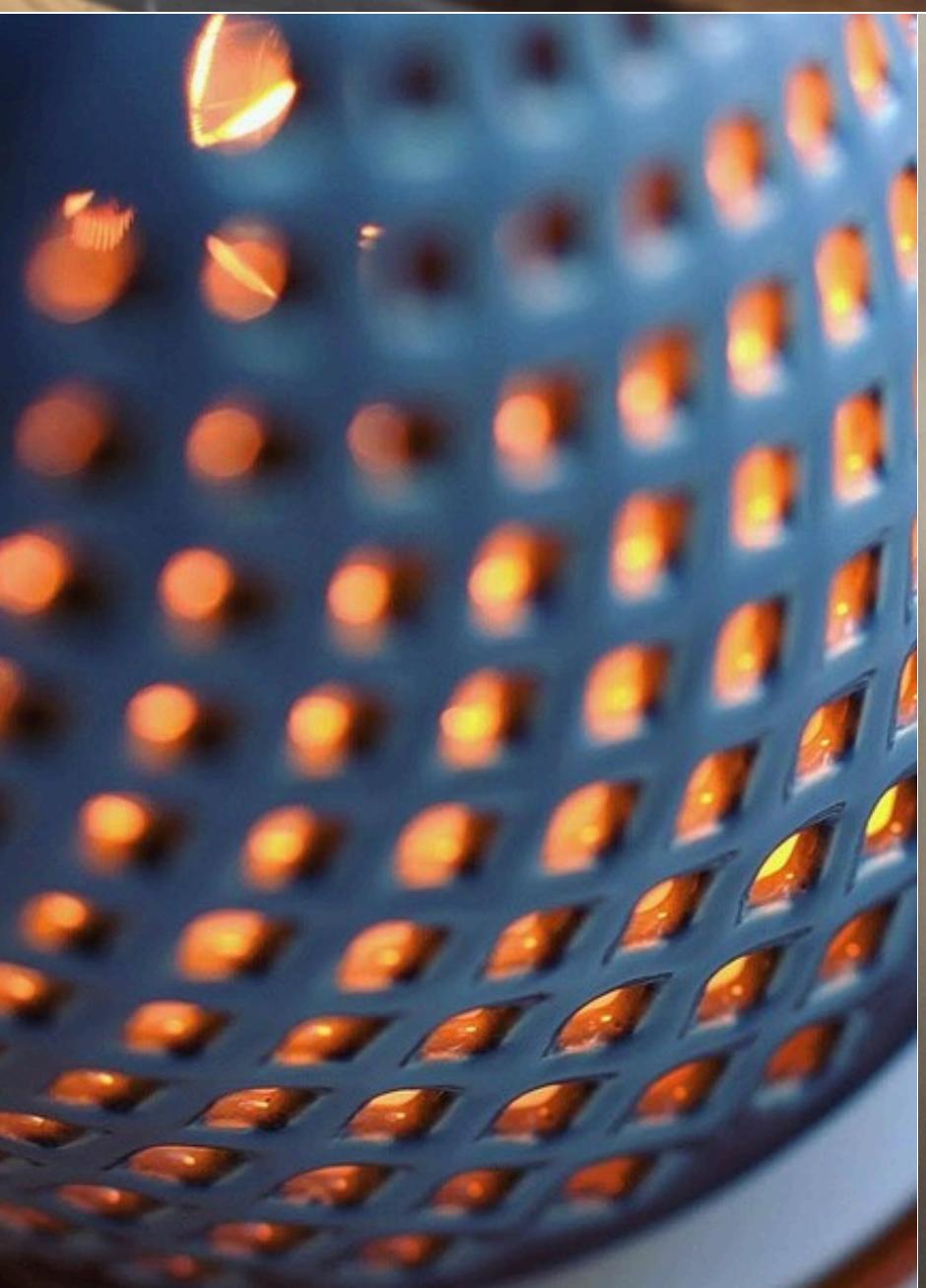


**Kenny Sing**  
Ceramic Artist and  
Owner of TURN studios





Kenny Sing  
@TURN.STUDIO



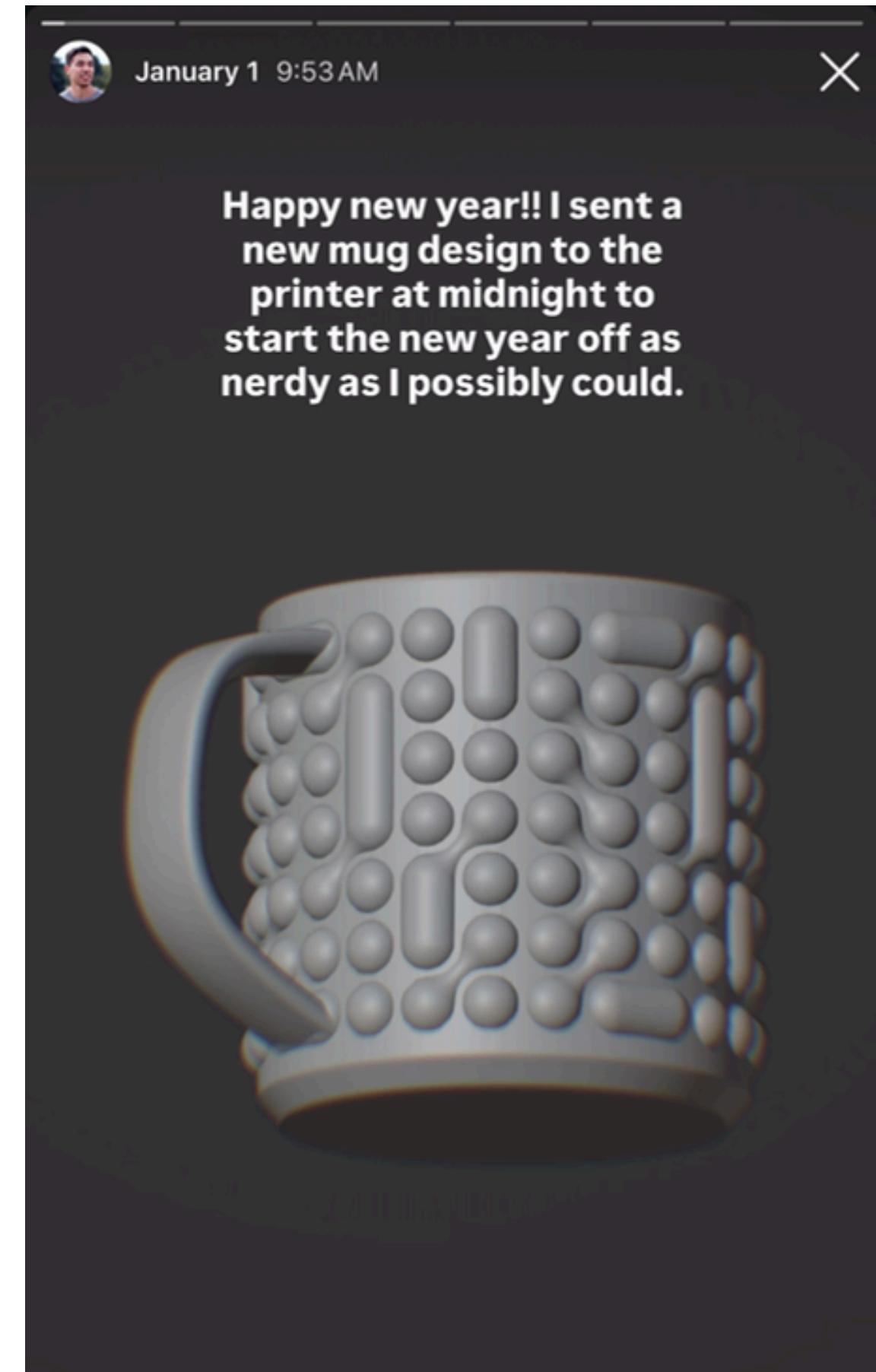
# Using social media for direct sales

1. Building a following
2. Creating hype/scarcity
3. Social/email marketing
4. Establishing keystone products

# Why Follow?

## 1. Hook

Introduce new projects/products from the very beginning even if there are lots of unknowns or lack of direction. A little mystery goes a long way.

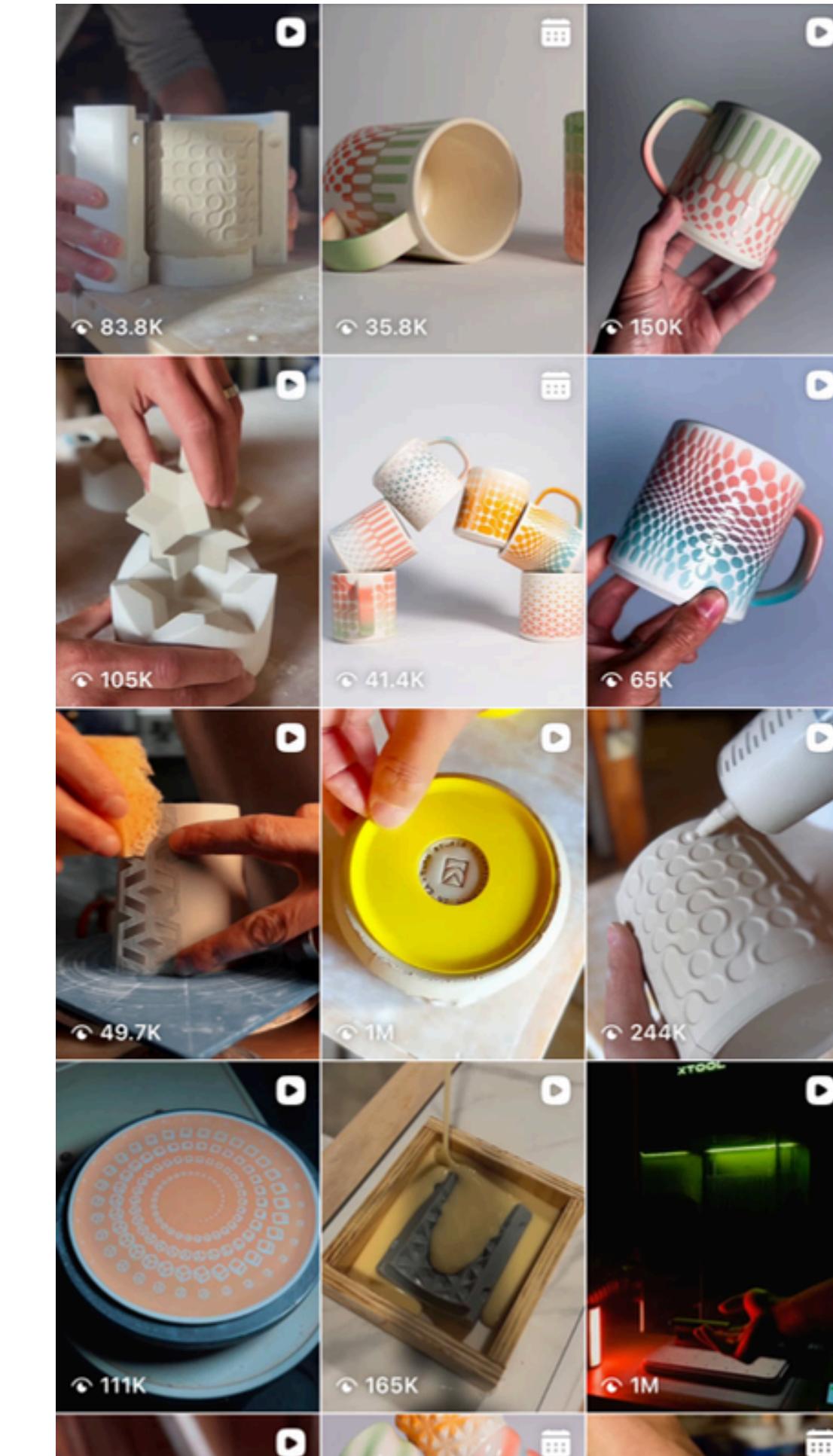


# Why Follow?

## 2. Consistency

Create a consistent content style so that when users visit your profile they can get a sense of what to expect if they follow you.

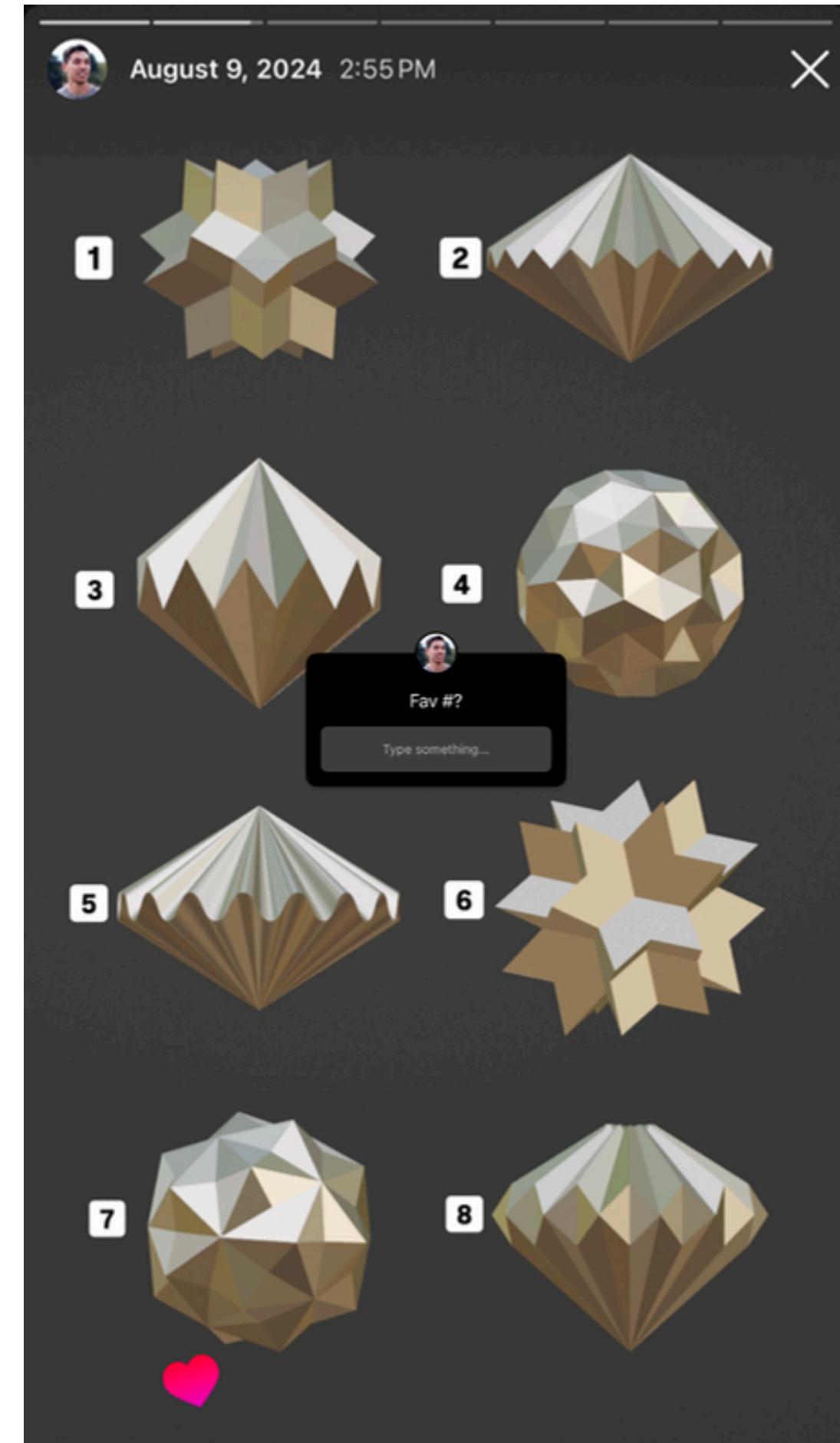
- Videos attract new followers
- Images attract buyers



# Why Follow?

## 3. Engagement

Get people involved. Selling online can feel very impersonal at times. Letting viewers participate gives them a stake in the game.



# Why Follow?

## 3. Delivery

Show major milestones and finished work in real time, even failures and projects that don't meet expectations.



# Building Hype & Loyalty

## 1. Bring them along for the ride

People love an origin story and lots of people buy into the journey even more than the product. My most popular product in 2025 was a project I shared progress of for over 10 months.

Replied to your story



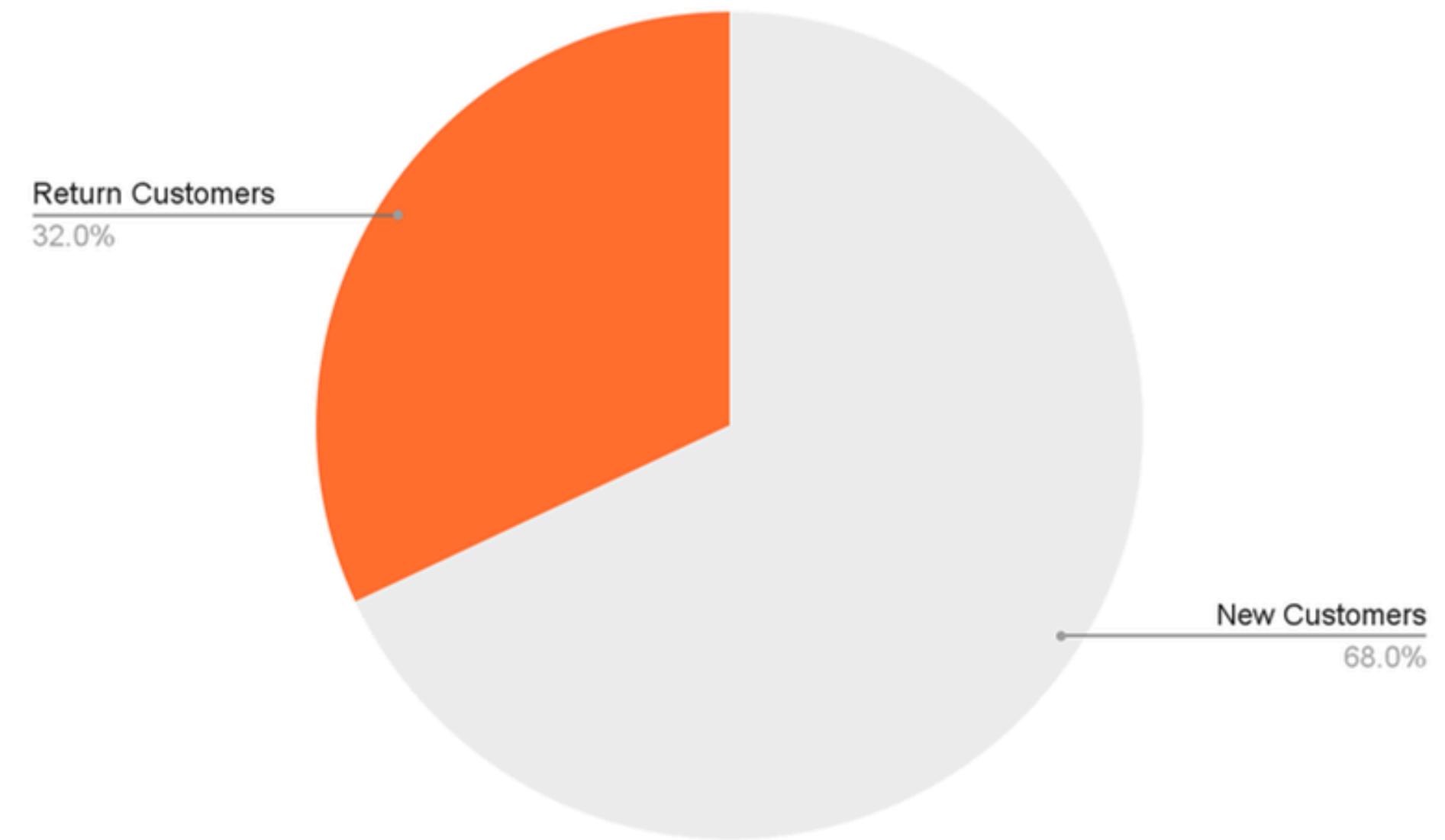
I love this sooo much! Hope I can support your business soon!



# Building Hype & Loyalty

## 2. Establish Collections

Give customers a reason to come back with variations of previous work. 30%+ of my sales in 2025 were from repeat customers.



# Building Hype & Loyalty

## 3. Create scarcity

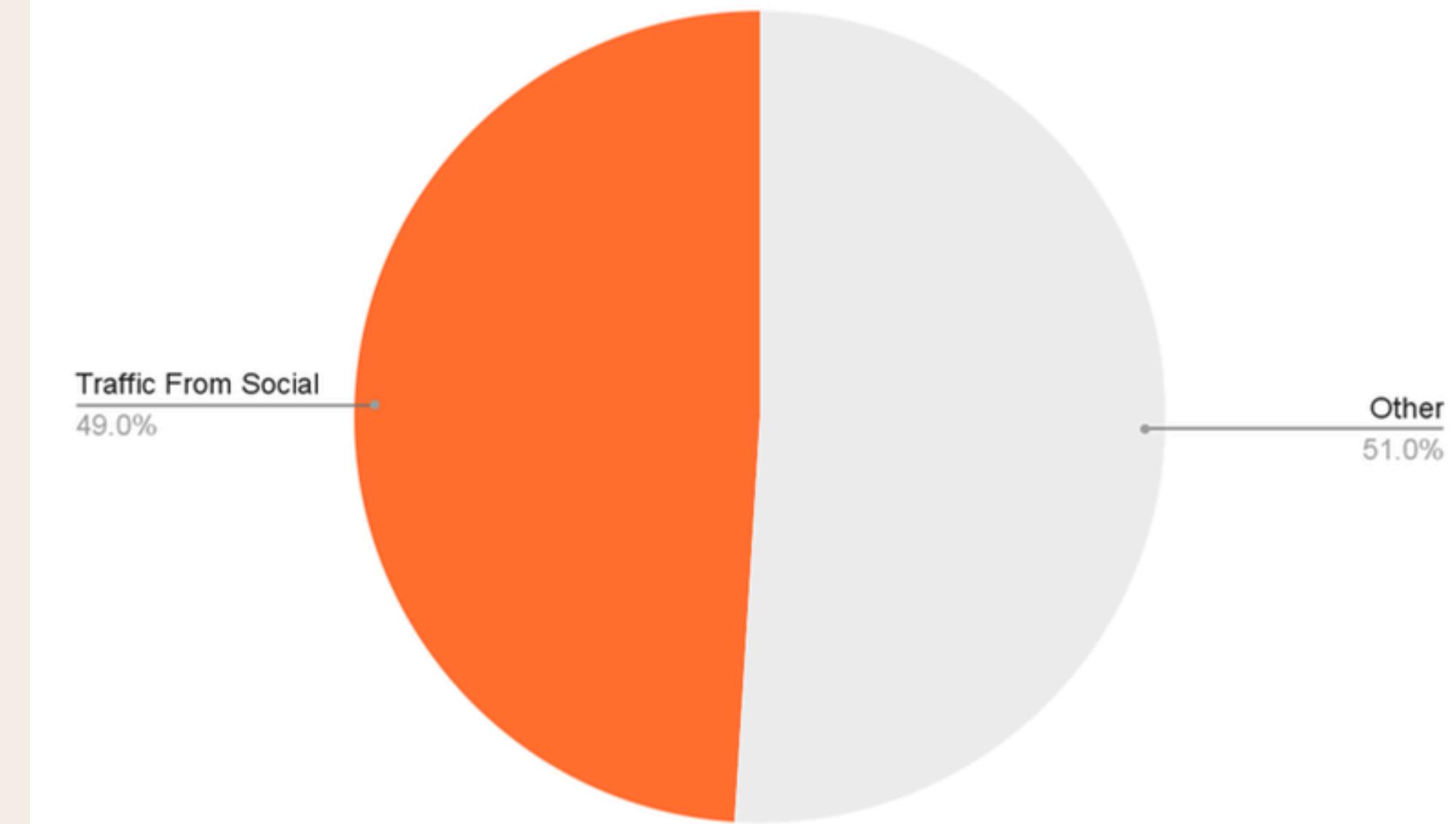
When collector's know they may not get the item they want if they don't act fast, not only does it increase urgency, the pay off becomes greater than the sum of its parts. It's fun— it feels special. 95% of my sales occur in the first 10 minutes of a drop



# Marketing

## Social Media Marketing

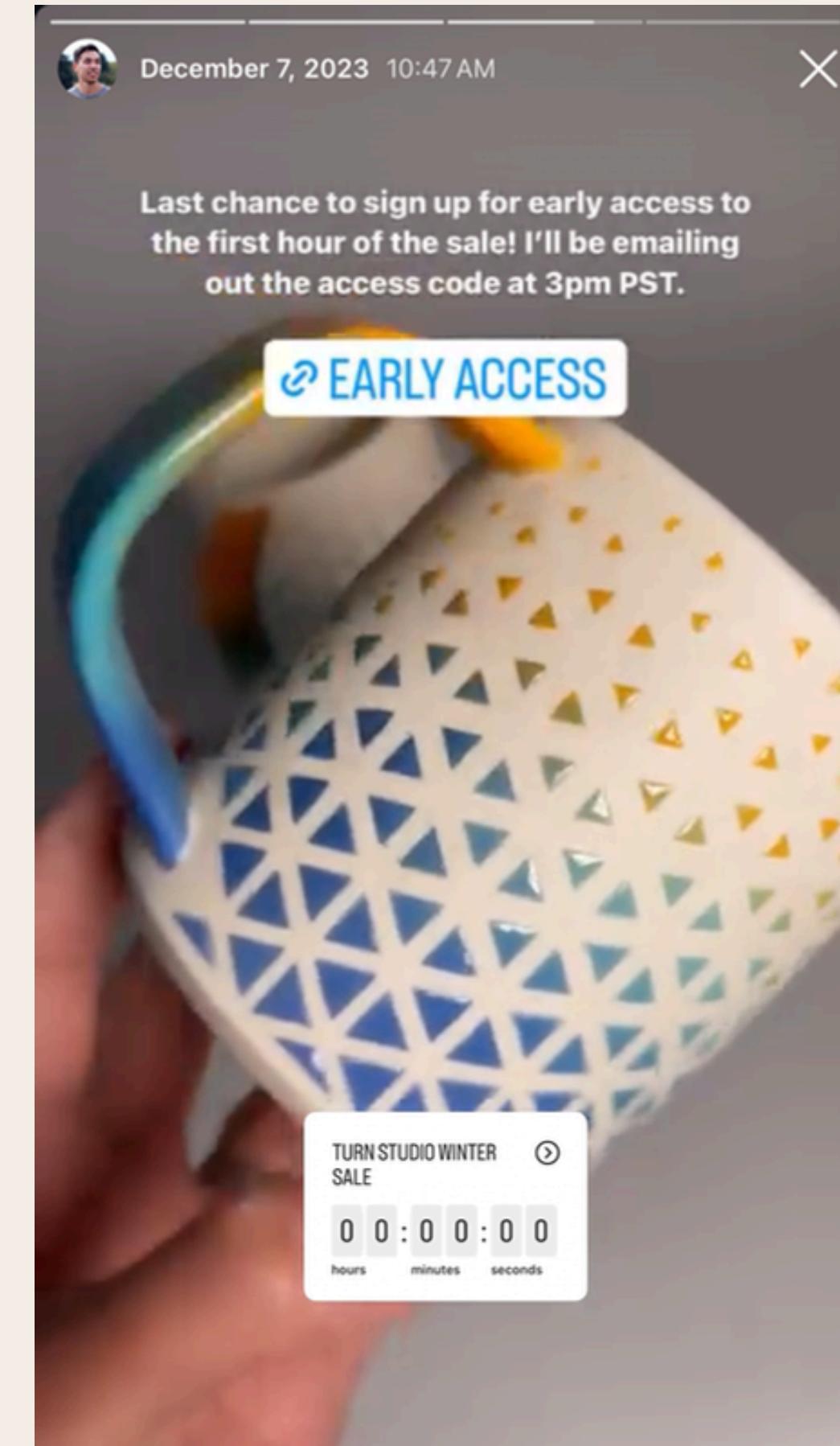
When you have something to sell, generate buzz with countdowns, live listing preview links, reminders of the journey, and be excited about your product. In 2025, 49% of my website traffic came from social media, and 81% bought from a phone



# Marketing

## Email Marketing

Keep some details specific to email campaigns. Give people a reason to subscribe, such as early access codes, details about how your sales work, inventory details, etc. In 2025 my, email open rate was 58% with a 4% conversion rate.



# Keystone products

Establish a keystone product that you can reliably produce

If you have products you are confident in producing, allow users to buy them even if you don't have them in stock. This can be done with "pre-orders" or "made-to-order" marketing.

In 2025, 37% of orders were pre orders accounting for 51% of total sales

