Transformation of the global art market in the conditions of the fourth industrial revolution

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One of the main characteristics of the global economic development in the second decade of the XXI century is the deployment of processes accompanying the fourth industrial revolution or Industry 4.0. The global art market does not stand aside these processes. On the contrary, its rapid development during the last 20 years is in line with the formation of Industry 4.0. Besides, it turns from the commodity market to the investment market, with artworks becoming profitable assets. These trends challenge the art market, requiring appropriate changes and reforms.

The article is based on scientific publications in two fields of study: the fourth industrial revolution and the art market development by K. Schwab, M. Hermann, T. Pentek, and B. Otto, A. Arutyunova, Y. Melnyk, P. Aurora and F. Vermeylen, F. Codignola. The empirical results are based on secondary data collected by Hiscox, ArtTactic and Deloitte Luxembourg.

The purpose of the article is to investigate the influence of the fourth industrial revolution on the global art market, to identify the main manifestations of this influence and the trends of further market development.

The transformation of the art market can be considered as a transformation of market structure, forms and functions of the market, which in aggregate lead to changes in the objectives of art market participants.

The main peculiarity of the fourth industrial revolution in the global art market is its virtualization, the transfer of all art market operations to the online space. Thanks to the emergence of new technologies, the art trade takes place in real time, and the time zone difference loses its significance.

Transformation of the global art market in the conditions of the fourth industrial revolution is carried out in several directions:

1. The increasing role of technology in the development of the art market and the emergence of ArtTechs.
2. Increase in e-commerce operations on the art market. According to experts' forecasts, the global online sales of art assets may reach $9.58 billion by 2020.
3. Digital convergence of art auction and art dealer markets.
4. Improvement of digital and analytical infrastructure of the art market.
5. Development of blockchain technologies.
6. Changes in the geographical structure of the global art market.
7. Growing interest in works of art from emerging markets.

Each of the industrial revolutions led to the formation of a new type of collectors on the global art market, differing in motives for buying art, type of art assets, age, type of main activity, etc. The impact of the fourth industrial revolution on the global art market is seen primarily in its digitization and virtualization. The art market transformation refers to several directions: the increasing role of IT; the predominant role of e-commerce; implementation of blockchain technologies; analytical and digital art market infrastructure improvements; digital convergence of art dealer and auction markets. Thanks to the digital transformation, the emergence of blockchain technologies and the expansion of online trade the Ukrainian art market has new challenges and opportunities of integration into the global art market.