IAA Europe Campaign for Exhibition Remuneration in Europe

Unlike other art disciplines, remuneration for artistic work is still not a common practice in the visual arts. In most countries visual artists are not being paid for creating works of art and showing them to the public. Neglecting to pay artists reflects the traditional assumption that visual artists typically get paid by selling their artworks, which has long been obsolete in most art institutions. These venues' primary focus is not to sell, but to give their visitors the greatest or most meaningful art experience: a place where visitors can reflect, de-stress, challenge their minds, train and use their aesthetic senses to reflect on the works of art. Visitors don't go home with a physical painting or sculpture in their arms, but - having used their senses – with greater experience.

To get paid is the most obvious and common reason for people to work - we usually don't even question the premise. The question "Are you the artist?" is often followed up by "but, **can you make a living from your art?**". A fair question, because the answer is: probably not.

Even renowned and successful visual artists showing their work in prominent galleries and museums do not get paid to exhibit their works of art. The system is still based on the faint hope that recognition will be enough to give the artist more market value for selling the artworks in the future. But for many artists that is not going to happen. Still, **their works of art are in fact the *very reason* for most people to visit museums and galleries in the first place**. For creating this essential value in our society, that keeps our senses sharpened, and for giving new perspectives to thousands of people every year, **the artist should get paid**.

Remunerating visual artists – just as others are being paid for their work in the arts and in all other economic fields – is an investment into the future of societies, into the social and economic development of countries and into region's cultural institutions.

- Regional, national and European political bodies together with exhibiting institutions, exhibitors' associations and artists associations need to install **policies, budgets, allocation and compliance procedures to ensure that visual artists receive fair remuneration** for exhibiting their artists-owned work in publicly funded exhibition spaces.
- Fair remuneration means both an **exhibition participation fee** as compensation to visual artists for the work and administration invested in creating content for exhibitions, as well as an **exhibition rights remuneration** for the display of artworks in the artist's possession, while the artist is not able to dispose of the artwork during the exhibition period - be it through copyright or soft law agreements.
- Public **funding should be granted to exhibiting institutions only** if they install and implement payments to artists for their exhibitions. A corresponding increase in budgets must be promised to exhibiting institutions.
- **Compliance to remuneration models needs to be ensured** by including artists associations, Arts Councils and/or collecting societies in the monitoring process of exhibition remuneration.

muneration #paytheartistnow

Exhibition Remuneration Right in Europe

It is time to change the rules. Making art within fair terms will allow artists to show their full potential, which will ultimately benefit all visitors and exhibitors.

Be inspired by best practice examples in Europe and beyond: View the 60-page handout on already existing exhibition remuneration models in Europe and the documentation of the Brussels Symposium "Exhibition Remuneration Right in Europe 2018".

How to campaign in your region

- Send the IAA Europe Position Paper on exhibition remuneration to your local, national and European politicians, art institutions, artists associations, collecting societies and media in order to raise awareness for the need of a fair exhibition and participation payment to visual artists. Publish it in your social media.
- Translate the Position Paper into your language and send it back to IAA Europe, we will publish it on the Website to document IAA Europe's large network.
- Use best practice models when starting a deeper communication with your local stakeholders, as to what the best model for a better exhibition payment to artists in your region is. Add the IAA Europe Symposium Handout and Documentation to your campaign.
- Use the graphic elements of the campaign with a reinforcement message: *Pay the artist now! #exhibitionremuneration #paytheartistnow* in your email signatures, in your social media profile or on your website…

Common IAA Europe Actions

- Publication of the Position Paper by all IAA Europe National Committees on World Art Day with translations into as many languages as possible
- Presentations on the IAA Europe Facebook profile all throughout 2019 on how exhibition payment is handled and advocated for in the different member countries, followed by according documentation in the IAA Europe Newsletter, on the website…
- Survey by European Visual Artists in 2019 amongst their members (collecting societies in the visual arts) on what their role is in exhibition payments in their country.

Elements

- Campaign hashtags #paytheartistnow and #exhibitionremuneration
- Campaign logo large and small - Use the logo with a reinforcement message: *Pay the artist now! #exhibitionremuneration | #paytheartistnow* in your email signatures, as your social media profile or on your website…
- Campaign stickers (coming soon!)
- Document Position Paper – PDF
- Document template blank w logos – use it for any written communication related to the campaign: letters, press releases, etc. You might add your details in the footer to customize it to your association or profile. To receive a word.doc, please contact the IAA Europe office (info@iaa-europe.eu)
- Fonts - Raleway https://fonts.google.com/specimen/Raleway - Space Mono https://fonts.google.com/specimen/Space+Mono