

INTERVIEW 1

Age 40
Occupation Art Teacher
Hobbies Cycling, art, family

Sold art by word of mouth, Facebook, art markets, friends & family

When technology makes my life easier, I am pleased.

Technology....I use it to do things I need to do.

I create art because it makes me feel good. I want to express the ideas and images in my mind.

I've been making art for as long as I can remember, since I was a little kid.

I feel reluctant about technology.

To remember new material, I practice, repeat it. Repetition.

I sell art to make money and get rid of inventory and make more.

I want others to see what I create.

I would like ease in selling my artwork

Getting my work to the masses, exposure

Selling the art for what it is worth

Spend less time on all the technical parts uploading art, marketing or on the phone.

Make something special for someone communicate back and forth during the art making process

Create something for someone and they are surprised and love my art. They can have something they can cherish

Online sites don't tailor for 3D art

Knowing how to get work into galleries

Knowing how to sell work into galleries and museums

It takes a lot of time and trouble when selling art online.

"I firmly believe that if I wanted to make it as a professional artist I would have already been able to."

"I don't seek out extra learning of technology or use in every aspect of my life."

Specialize in ceramic & sculpture, enjoy carving mostly

I don't know anything about NFTs.

Crypto currency is a currency that exist digitally or on the web but doesn't exist physically and there are different kinds all worth different amounts

INTERVIEW 2

Age 45
Occupation Art Teacher
Hobbies gardening, outdoors

I create art because it's a part of our divine heritage. I do 2D painting which allows me to get things out of my mind and process them

Art is a good way to express yourself

When I have thoughts and memories, I create a picture

I set up a website to sell my artwork

It's important to find people to appreciate what you do and to sustain yourself

You have to find a way to jump with technology or you will be left behind.

I learn by doing it and practice

Crypto currency is fascinating, don't really understand them well

I research to learn something new. videos, visuals with verbal explanation helps too.

People like what you do, that is encouraging

You have someone who cares about you

Minimize workload

Fast speed and a snowball effect, go viral and create a following

A resource would be nice

Seamless, that is important in selling art

I want to be in control want to be in control

Integrate payments, shipping, printing, etc. all in 1 way

A timely response is important

What does it look like? Who are the experts? Pricing? Subscriptions? One time fee?

Video chat would be nice

Having a mentor is nice

How can someone like me promote art and be successful?

How did your find an audience?

Getting connected with buyers

Getting exposure, a following is challenging

Finding the right audience, market the art

"Technology is a tool, I'm not that proficient."

Artist and art teacher

Have been creating art forever but didn't get serious until college in 2004

"I know a little about NFT."

"Crypto Currency is fascinating! I don't really understand them tho."

INTERVIEW 3

Age 21
Occupation Art Student
Hobbies painting and digital art

Art is the only thing that I enjoy doing. I have maintained it my whole life.

Art is an outlet for me

Sell through Instagram doing commissions, sold 1 at a coffee shop

Art is an outlet for me

I feel indifferent about technology

NFTs, cryptocurrency are very taxing, does not appeal to me

Hands on, watching demonstrations and doing myself until it sticks is how I learn

Menu with general criteria, size of art, subject, material. Things that could affect a rough estimate of the art

Share and communicate pricing of art before hand.

Create art as needed/ordered

Minimal talking in the selling of art process

How do I market and advocate for myself?

Yes "I feel like I'm missing something when it comes to selling art."

My main concern is outreach and feeling justified in my pricing and confident I'm charging what I should

Making sure buyers know what they want before final phases of art making to avoid redoing art

Communication , getting buyer to describe what they want in art

Yes "I feel like I'm missing something when it comes to selling art."

I mostly do digital drawings and traditional art

Creating art since I was little enjoy drawing with color pencils and painting

Art is the only thing that I enjoy doing and I have maintained my whole life