

NEW TRENDS AND CHANGES IN THE GLOBAL ART MARKET. INTERVIEW WITH ALAN FRESHMAN (ART BUSINESS COACH & ART CONSULTANT, GALLERIST, USA, NORWALK, CONNECTICUT)

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Abstract. Alan Freshman, Art Business Coach & Art Consultant, aims to inform us in this Q & A interview about Art in the Modern World and the new trends and changes in the global art market. The purpose of this interview content aims to educate and inform artists and the populace in the Central Asian region. The content focuses on the new role of the Art Business Coach, insights for emerging artists, new and profitable art trends in the American art market, references to American artists and Art Collectors, vital internet resources and organizations and types of art buyers in the market. The methodology makes use of real life experiences and internet research. This Q & A interview concludes that artists can wisely take advantage of the new trends and developments in the global marketplace and the vital resources available for artists at Art Connection, Art21 and Artnet.com. Art Business Coaching too is trending to help artists overcome their obstacles, achieve their professional goals and tell compelling and powerful stories.

Key words: aaartist, art business, Alessya Jurt, art consultant, global art market, artist, PhD, art coach, new technologies, art, creative economy.

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Alessya Jurt: Tell us a little bit about your career, how did you become a coach and consultant in the art business?

Alan Freshman: I began my art career in 2006 by starting up an entrepreneurial fine arts gallery in the small town of Beacon, NY in the Hudson River Valley of upstate New York. I always wanted to curate art exhibitions and run a gallery business and decided to pursue my dream. I enjoyed curating art exhibitions and learning the skills of an entrepreneur. I eventually decided to close my gallery and redirect my efforts to promote artists and their vision without a gallery space in an altogether different way. The gallery business consumed much of my time, and so I had decided to work from home and enjoy more free time and flexible working hours. As the pandemic loomed over us in 2020, I hosted an online virtual art exhibition of portraiture and followed the art trends of making art immediate and accessible on the internet to the public and art collectors. I most recently decided to take on a new role as an Art Business Coach after getting certified in Life Coaching. I recognized that many artists have the talent though they struggle with mastering the inner game or mindset to thrive in the art world. I wanted to help artists overcome their difficult emotions and fixed beliefs, and then shift their perspectives.

Alessya Jurt: You live in America, the number 1 country in the art business. Up to now, the major art deals have taken place there. Tell us about the American art market?

Alan Freshman: The major Auction houses of Christies and Sotheby's dominate the American Art market. These auction houses make the news. Major art galleries also have made the news for sales of contemporary art to raise money for social issues like Art for Justice Fund and Planned Parenthood. The Gagosian gallery sold an abstract contemporary work by Stanley Whitney to raise money for

social issues. There also has been much support for Ukraine and their ensuing struggle. Many artists, art institutions and art platforms have contributed to Ukraine to offset its financial woes. Many collectors too have changed their perspectives and now look to purchase works by women and LGBTQ+ artists. Art collectors also have been mindful of sustainability in the environment and maintaining a low carbon footprint in the world. The art world is slowly aligning its values with global sustainability and environmental causes. Those are the latest trends in the American Art market and certainly the global art market too.

The sales of NFTs seemed to skyrocket in early 2022 and tapered off mid-year. 90% of galleries have now gotten on board to adopt NFTs, and it remains to be seen how NFTs will fare in the near future and whether they will command high, soaring prices.

The trend of Surrealism also rose to the forefront in the past year and partly due to the Tate Modern and Metropolitan Museum of Art's "Surrealism Beyond Borders."

Alessya Jurt: You need to understand the current artist in order to explore new market trends in depth. You work as a coach, what is your profession? What kind of requests do your clients (artists) come with?

Alan Freshman: The majority of my clients come with requests to help them become full-time artists who want to earn a sustainable living from their art. Other artists come with requests to help them overcome fears of success, past rejection, procrastination or feelings of being stuck. These artists must develop a strategic action plan with concrete steps before they can develop success and evolve into full-time artists. I help them create an action plan so that they may get out of their state of stagnancy and move forward with greater momentum. Some prospects are beginners, and they ask me how to promote

and sell their works of art and position them in a niche market. Other clients are well-established artists, and they want to increase their volume of sales per month and sell their works of art at a higher price tier. I coach my clients to help them shift their emotions and cognitive thoughts so that they can realize their professional goals and achieve an elevated level of success. Art business coaching is a total holistic approach with a solution-based model to help artists solve their problems and achieve success.

Alessya Jurt: What do your clients have in common?

Alan Freshman: Most clients are stuck in their art careers, and they need some momentum to break through the inertia. Each artist has a compelling story behind their artwork. My clients need to get clear about the compelling story that drives their art career. The artist's compelling story will attract interest from potential collectors and people will relate to their stories. My clients have this real life and compelling story in common. They tell me that art is lifesaving to them. Art literally saves their life from despair and offers hope, healing and renewal. One Indian artist tells a compelling story about her experience of feeling out of her body and disconnected from her heart and soul. Her art installations and dance performances bring her back home to her heart, body and soul. All my clients have a very powerful story to tell the world.

Alessya Jurt: I live in Switzerland, but I'm from Kazakhstan myself, and it's so hard to convey information to my clients that if you're an artist, you're in the art business. And you have to do something to sell your art instead of waiting for someone to give you a hand. In America, do artists realize that this is a Business? Or do they just create their masterpieces and wait to get noticed?

Alan Freshman: Yes, American artists recognize the need for marketing and sales savvy to promote themselves and stand out

in the marketplace. Otherwise, the artists will be invisible to collectors, galleries, and art institutions. Most American artists cannot afford to be invisible or otherwise they cannot sustain their art and artistic vision. You simply cannot wait around and hope that a collector or gallery will discover you and buy your works. American artists can choose to work independently and self-promote their artwork or find representation in art galleries and work exclusively with them or non-exclusively with several different galleries.

Alessya Jurt: What are they doing to sell their art that you advise them to do?

Alan Freshman: I advise artists to get feedback on their artwork to see if it is marketable and will sell well in the marketplace. You want to get a consensus from art curators and advisors that there would be enough interest in given works of art to stand out in the marketplace. An artist also must create a professional portfolio of work with a unique technique and style to set them apart from other artists. I advise them to discover their unique style, technique and subject matter that comes naturally to them. It is always good for an artist to experiment with different media to explore subject matter. If a painter strictly paints canvases, the artist may want to explore making limited edition prints or delve into another type of media to attract more collectors.

Alessya Jurt: How popular and important is your profession in America in the art world?

Alan Freshman: The profession of an Art Business coach is gaining more traction and popularity in the art world here. There is enormous interest in learning about the business end of selling art. There are many books like "Selling Art 101" or "How to Master the Art of Selling" making it to the publishing marketplace. Webinars about selling art online are everywhere. There is much dissemination of information about selling and promoting art, and we can be overwhelmed by the huge amount of

knowledge and data about this subject. In the end, artists must skim this vast reservoir of knowledge and instinctively choose what is useful to boost their career trajectory. I try to help artists master their inner game and overcome any emotional or mental hurdles besides offering them some inside information about the business of art.

Alessya Jurt: What advice would you give to emerging artists?

Alan Freshman: I would advise emerging artists to model their careers after well-established and successful artists and develop a relationship with a prestigious artist who can help or mentor them and set them on the right track. I remember the encounter with an artist in the subway system of New York City. A student artist exhibits his work on the floor of the underground train station. I tell the artist not to show off his work in the underground but rather find a reputable mentor to help him launch an art career. He nods his head and agrees to seek out a former teacher for mentorship. It is one of the best pieces of advice that I could give to an emerging artist.

Alessya Jurt: The art market is changing, NFT has emerged, but what do consultants look at when choosing art for clients?

Alan Freshman: Art consultants will choose art for investment grade value if clients want a return on their investment in art. Art has become a high value asset for investment though it may have some risks. Art is not affected by the fluctuations in the economy or ups and downs of the stock markets. According to DollarSprout, there is a 7.6% average return and generally higher returns on 20th century masterworks of art. On the other hand, art consultants will choose art that complements the collection of a client, and it will match the client's tastes and aesthetic criteria of a collection. So, there are two types of collecting based on investment value or aesthetic tastes and shades in between.

Alessya Jurt: What is trendy or profitable to buy now?

Alan Freshman: It is trendy and profitable to buy some emerging art from artists on the verge of making breakthroughs in the art market. You can invest in these emerging artists before their art prices explode and rise in value. The right timing is everything. I tend to follow emerging artists on my Instagram account. I have seen the values of some emerging art reach new heights and skyrocket to very high prices. I have discovered the American artist, Shara Hughes, on her social media Instagram account at the time of the Covid 19 pandemic. The artist creates lush, abstract landscapes and sources her work from her psychological interior. Her bold interior paintings and vibrant landscapes are exhibited at major art museums and galleries. Her works now command high prices in the marketplace.

Alessya Jurt: How is the American art buying and selling market changing? Has African American art changed the market or am I wrong?

Alan Freshman: The American art buying and selling markets have been changing swiftly. Female and LGBT+ artists have asserted themselves and carved out a more prominent place in the mainstream art world. African American art too has gone mainstream and no longer is it marginal. There are many deserving African American artists coming to the forefront now and exhibiting their art. There is also major interest in art from the African continent and many African artists have emerged in the art marketplace and getting broad acceptance.

Alessya Jurt: How can creative people from other regions conquer the American market? What would you advise them?

Alan Freshman: Could you recommend sources of information about the American market that any creative person should pay attention to and study if they want to conquer the Art market? After all, they don't know how to do an Internet search

engine, simply because they don't even understand what criteria to use to search for the information they need, and there is so much of it that there is not enough time to create art.

The international artist or creative person may need to apply for grants at American foundations or apply for art residencies in the United States to get a step ahead and make progress in the American art market.

A great source of information and vital resources for artists is the Art Connect organization. You can find residencies, open calls, grants, exhibitions, awards and many more opportunities in both the USA and around the world. The organization also lists educational workshops and forums to enhance the careers of artists.

Another great source is art21.org, and this New York nonprofit organization provides a series of television broadcasts on PBS or public supported television in America as well as a global platform for artists. Artists can tell their compelling stories on video and be understood by both a global audience.

In addition, Artnet.com is a distinctive art marketplace for sales and auctioning of art. You can visit artnet and discover a wide array of art selling in the global marketplace. The online art marketplace is a great place to learn about the latest trends in art. Sales and auction data is also available with the purchase of subscriptions at various price levels to acquire access to art market data, reports and statistics.

Alessya Jurt: How important is it for buyers to turn to consultants for their choice of a particular piece?

Alan Freshman: I think that it is important to be advised on a choice of a particular piece of art or otherwise a potential collector could spend a lot of money on a work of art that may not be a good fit for their collection. It is always good to get some advice from an art consultant or art advisor so that collectors or buyers don't overpay and buy an overvalued piece of art.

The art advisor can also help the buyer to choose the highest quality work by a given artist. These are some important criteria to consider before purchasing artwork.

Alessya Jurt: What do your customers want now? What are they paying attention to?

Alan Freshman: Again, buyers and collectors of art are paying attention to socially conscious art with impact on social inequality or environmental issues. Many customers are following contemporary trends and purchasing works by female artists who are going mainstream.

On the other hand, customers are buying for the appeal because it meets their aesthetic tastes and particular criteria for their art collections.

Alessya Jurt: Is there your understanding of whom is buying more art right now. A man or a woman, or maybe a legal entity? For gifts or for their collections?

Alan Freshman: I think that couples are purchasing and collecting art besides individuals, and there are many power couples. Cecilia Alemani and Massimiliano Gioni are both curators with many accomplishments. Sean Rad and Lizzie Grover too are an art world power couple and buy art with the help of art advisor, Ralph DeLuca.

Major corporations also are purchasing contemporary art and creating prominent art collections in their holdings. For example, UBS, a major global financial services company, manages and owns a prestigious art collection. The UBS Art Gallery serves as a public arts space in the lobby of UBS' New York Headquarters at 1285 Avenue of the Americas. The gallery makes available to the public some permanent and rotating installations of works from the UBS Art Collection, featuring permanent installations by leading artists including Sarah Morris, Frank Stella, Fred Eversley and Howard Hodgkin.

Alessya Jurt: I don't know how popular it is in America, but I often see "Interior Paintings," what does that mean? Interior paintings are for the home décor or environment to meet the needs of home decorators and designers. Is there such a request from your customers, I want to purchase an interior painting?

Alan Freshman: I will get a request for interior paintings from clients directly or through 3rd parties like interior designers and architects. I do enjoy working with interior designers who may need various kinds of interior paintings like fashion or marine landscapes or classical art to put the final touch on the walls of home interiors.

Alessya Jurt: What does an art consultant need to know?

Alan Freshman: An art consultant must be knowledgeable about the latest art trends and developments and have a broad network of contacts in the art world. Art consultants understand the needs of interior designers and architects and will earn a commission of 5% to 15% on the purchase of art. An Art Consultant can help interior designers buy investment-grade or quality artwork for their clients within the prescribed budget.

Alessya Jurt: How do you become famous and in demand as an art consultant?

Alan Freshman: I believe that an art consultant like any other art professional much hold oneself to a high level of integrity. There has been much fraud and many scandals in the art industry and an art consultant must be held accountable to the highest ethical practices. This criterion makes art consultants highly desirable and reputable in the art industry.

Alessya Jurt: How important and lucrative is this profession in America?

Alan Freshman: The profession can be as lucrative as you make it. An art consultant depends upon keen eyes to keep abreast of the art market. It is important to be market savvy, keep attuned to current contemporary art trends, and consider success as a win-win situation for both the art consultant and client alike.

Alessya Jurt: And lastly, tell me the most striking buy-sell, interesting case from your practice? It's always interesting to know the stories)))

Alan Freshman: I may not have a striking story to tell about a work of art that I had sold in the marketplace. I have been following an American artist, Matthew Grabelsky, and he tells a story on his Instagram account about his lost piece of art during a U.S. postal shipment and its eventual return to his collector. The piece of artwork, Hello Kitty, goes undelivered to its buyer and it resurfaces on the Facebook marketplace, and then it ends up in a yard sale. The work of art eventually finds its way back to the art collector who paid for the work in the first place. The artist is relieved that his missing artwork is found and returned to his collector. A piece of art can have an uncanny and mysterious journey until it is returned to its rightful owner.

Alessya Jurt: And here's another question, do you have any famous clients?

Alan Freshman: I always welcome famous clients though I haven't dealt with high profile celebrities. There are many high profile and famous people, and they are avid collectors of art. Oprah Winfrey for one has been a major collector of art, and many other famous celebrities lavish their money on art. American sports figures too are major art collectors.

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ӘЛЕМДІК ӨНЕР НАРЫҒЫНДАҒЫ ЖАҢА ҮРДІСТЕР МЕН ӨЗГЕРІСТЕР. АЛАН ФРЕШМАНМЕН (ӨНЕР САЛАСЫНДАҒЫ БИЗНЕС-ТРЕНЕР ЖӘНЕ КЕҢЕСШІ, ГАЛЕРИСТ, НОРВОЛК Қ., КОННЕКТИКУТ, АҚШ) СҰХБАТ

Аннотация. Арт-бизнес-тренер және арт-кеңесші осы сұхбатта бізге сұрақ-жауап форматында қазіргі әлемдегі өнер туралы, сондай-ақ, жаһандық өнер нарығындағы жаңа үрдістер мен өзгерістер жөнінде әңгімелегісі келеді. Бұл сұхбаттың мақсаты – Орталық Азия аймағының өнер қайраткерлері мен жалпы жұртшылығын өнер бизнесі саласындағы біліммен және өзекті ақпаратпен қамтамасыз ету. Мазмұны өнер бизнес-жаттықтырушысының жаңа рөліне, жас суретшілерге арналған идеяларға, американдық өнер нарығындағы жаңа және табысты үрдістерге, американдық суретшілер мен өнер туындыларының коллекционерлеріне қатысты мәліметтерге, маңызды интернет-ресурстар мен ұйымдарға, сондай-ақ, өнер нарығындағы сатып алушылардың түрлеріне арналған.

Әдістеме нақты өмір тәжірибесі мен интернеттегі зерттеулерді пайдаланады. Бұл сұрақ-жауап сұхбаты барысында суретшілер әлемдік нарықтағы жаңа трендтер мен әзірлемелерді, сондай-ақ, Art Connection, Art21 және Artnet.com сайттарында суретшілерге қолжетімді өмірлік маңызды ресурстарды ақылмен пайдалана алады деген қорытынды жасалады. Суретшілерге кедергілерді жеңуге, кәсіби мақсаттарға жетуге және әсерлі, күшті әңгімелер айтуға көмектесетін арт-бизнес коучинг бұл күндері басты трендтердің біріне айналуға.

Түйін сөздер: суретші, арт-бизнес, Алеся Юрт, арт-кеңесші, әлемдік өнер нарығы, PhD, арт-тренер, жаңа технологиялар, өнер, креативті экономика.

Дәйексөз үшін: Юрт, Алеся. «Әлемдік өнер нарығындағы жаңа үрдістер мен өзгерістер. Алан Фрешманмен (өнер саласындағы бизнес-тренер және кеңесші, галерист, Норволк қ., Коннектикут, АҚШ) сұхбат». *Central Asian Journal of Art Studies*, т. 10, No 3, 2025, 365-374 б., DOI:10.47940/cajas.v10i3.1015

Автор қолжазбаның соңғы нұсқасын мұқият қарап шығып, мақұлдады және мүдделер қайшылығы жоқ екендігін мәлімдейді.

Юрт, Алеся

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НОВЫЕ ТЕНДЕНЦИИ И ИЗМЕНЕНИЯ НА МИРОВОМ АРТ-РЫНКЕ. ИНТЕРВЬЮ С АЛАНом ФРЕШМЕНОМ (АРТ-БИЗНЕС-ТРЕНЕР И АРТ-КОНСУЛЬТАНТ, ГАЛЕРИСТ ИЗ США, Г. НОРУОЛК, КОННЕКТИКУТ)

Аннотация. Алан Фрешман, тренер по арт-бизнесу и консультант по искусству, намерен в этом интервью в формате вопросов и ответов рассказать нам об искусстве в современном мире, а также о новых тенденциях и изменениях на мировом рынке искусства. Целью данного интервью является просвещение и информирование деятелей искусств и населения в регионе Центральной Азии о бизнесе в области искусства. Содержание посвящено новой роли тренера по арт-бизнесу, идеям для начинающих художников, новым и прибыльным тенденциям в искусстве на американском рынке, ссылкам на американских художников и коллекционеров произведений искусства, важным интернет-ресурсам и организациям, а также типам покупателей произведений искусства на рынке. Методология использует реальный жизненный опыт и интернет-исследования. В этом интервью в формате «вопрос-ответ» делается вывод о том, что художники могут мудро воспользоваться новыми тенденциями и разработками на мировом рынке, а также важными ресурсами, доступными для художников на Art Connection, Art21 и Artnet.com. Коучинг в сфере искусства и бизнеса также становится все более популярным, помогая художникам преодолевать препятствия, достигать профессиональных целей и рассказывать захватывающие и сильные истории.

Ключевые слова: художник, арт-бизнес, Алеся Юрт, арт-консультант, мировой рынок искусства, художник, доктор философии, арт-тренер, новые технологии, искусство, креативная экономика

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