

Trends

Pixel Strokes



Setting the scene

Pixel Strokes

This week we look at how art is changing on and because of the Internet.

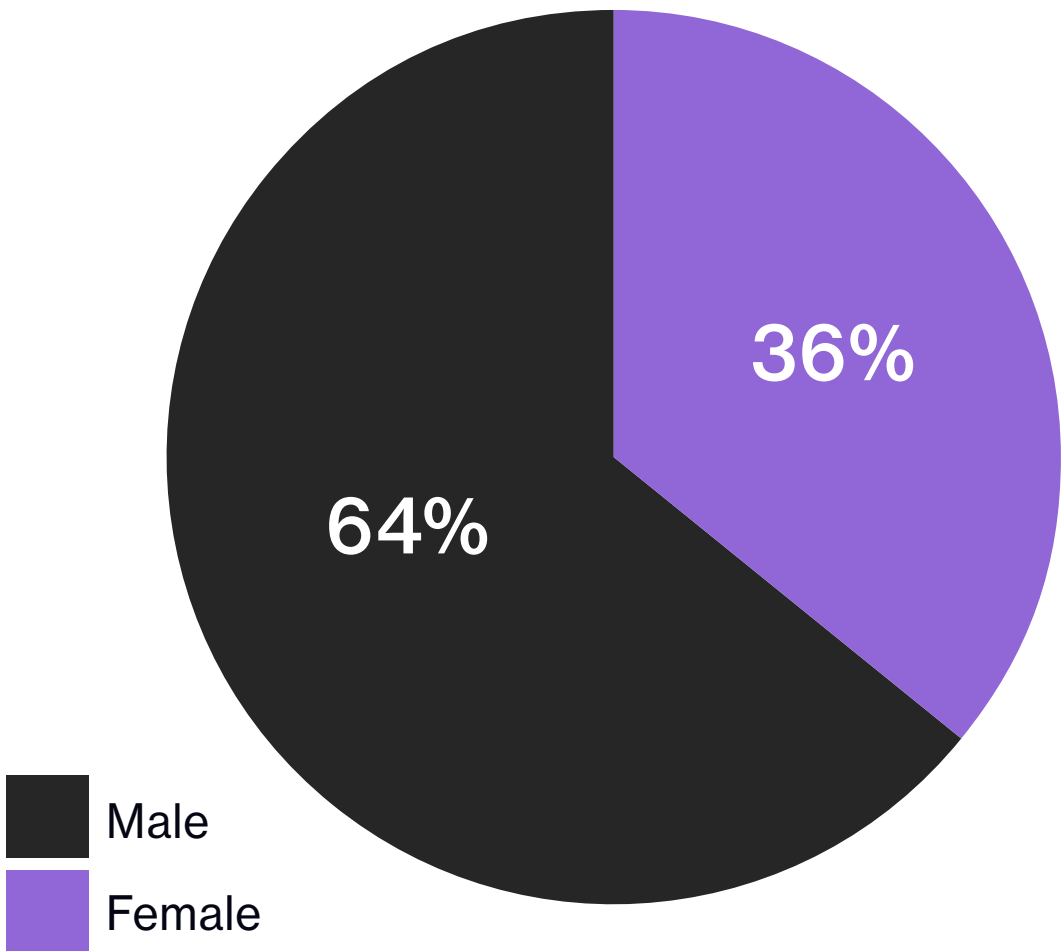
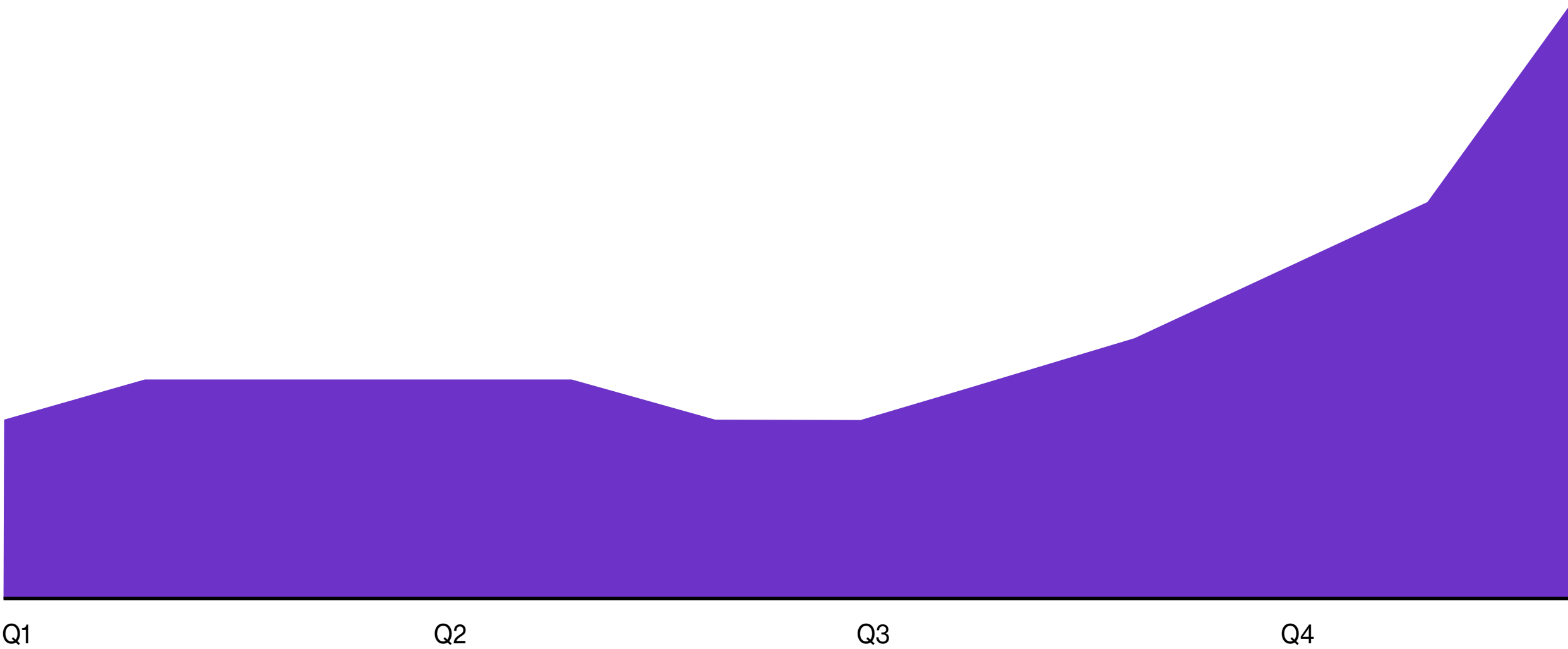
As with many elements of Web 3.0, we're seeing a democratisation of art, with consumers expecting both easier access and greater customisation.

As ways of delivering access and customisation increase, interest in art overall has been increasing as well, leading to a more and more vibrant and dynamic market for art online.



Pixilart democratises digital art

pixilart: 48.74% growth*

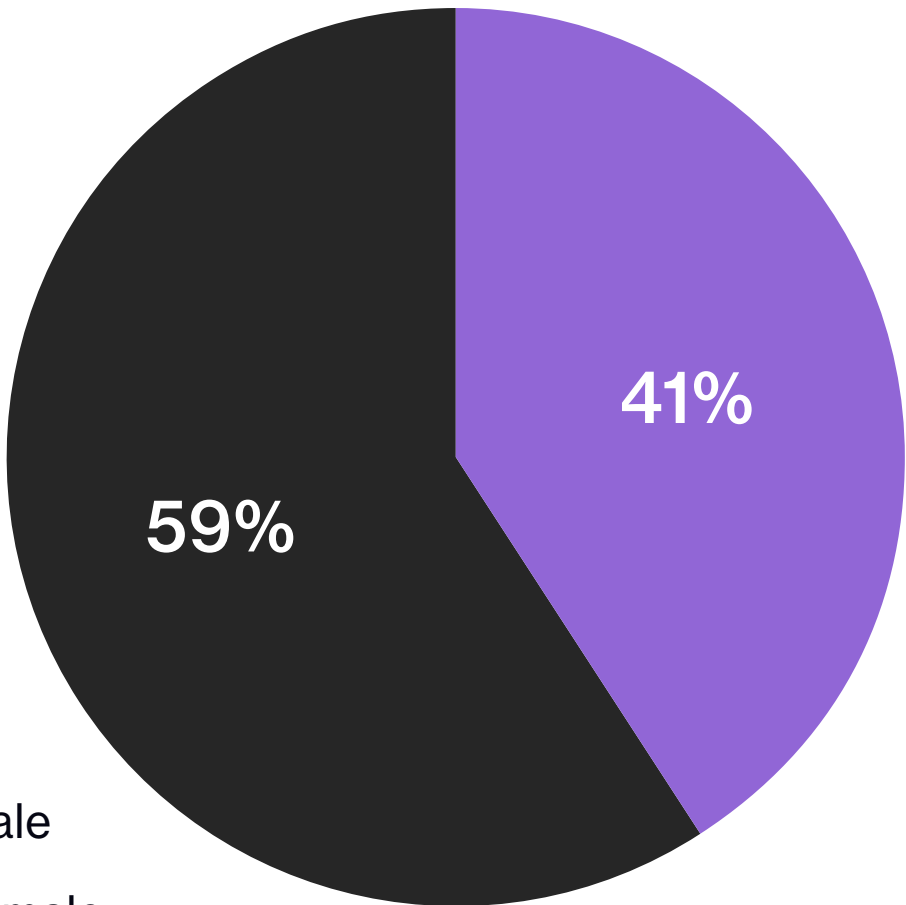
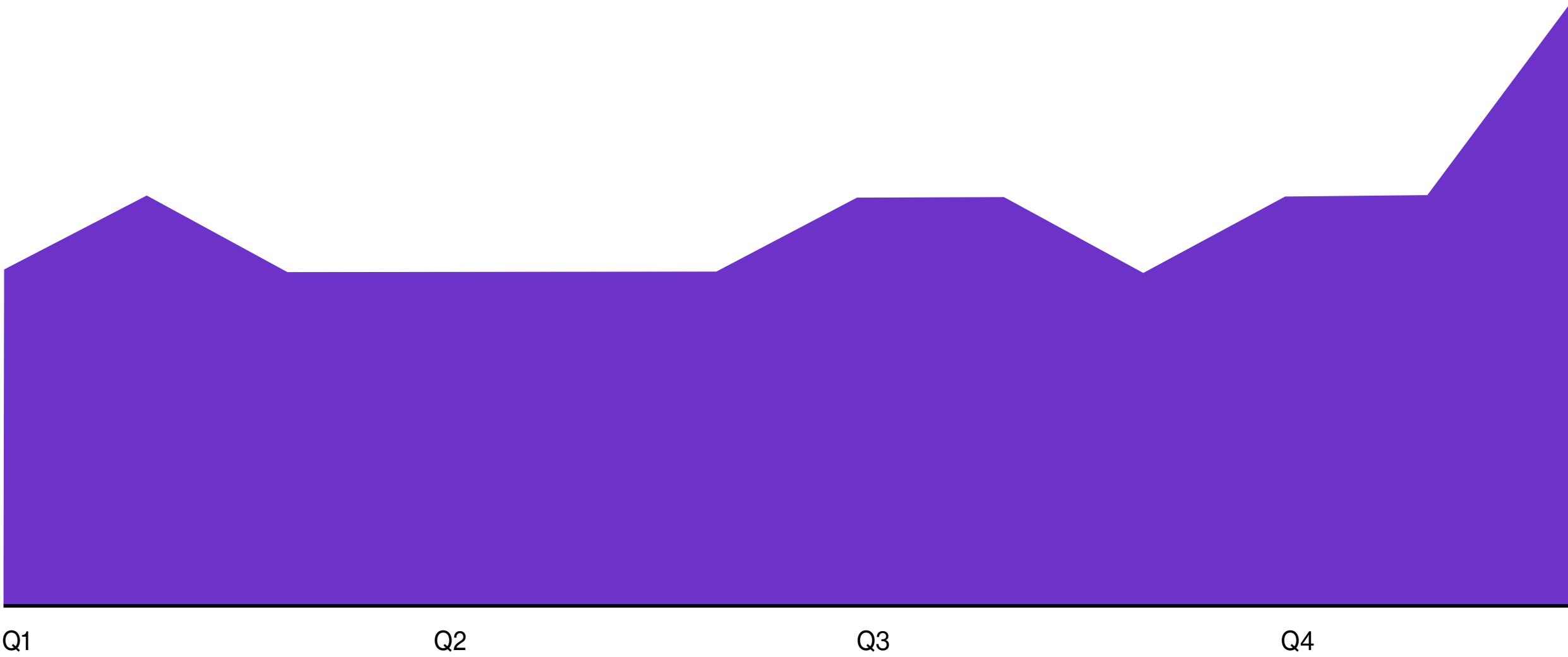


Pixilart makes creating and sharing digital art easy for people at every level of artistic skill. Many users are using the platform to re-imagine their favorite TV shows and video games, giving them not just the satisfaction of self-expression but active fandom too.



Etsy makes digital art real

etsy digital art: 31.91% growth*



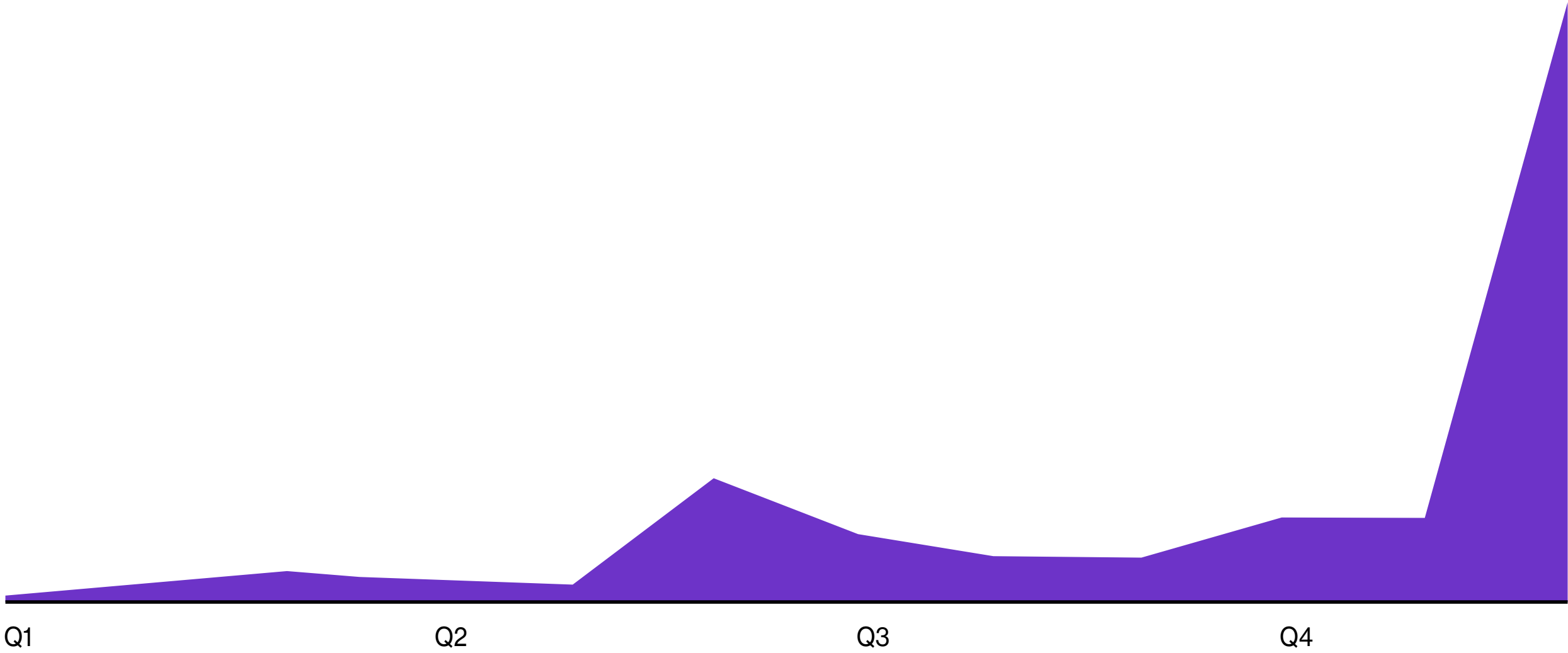
Male
Female

Digital artists have been turning to **Etsy** to monetise their skills, offering consumers prints of their work. Some are offering buyers the opportunity to contribute to the art by submitting pictures or sketches that are integrated into the prints.



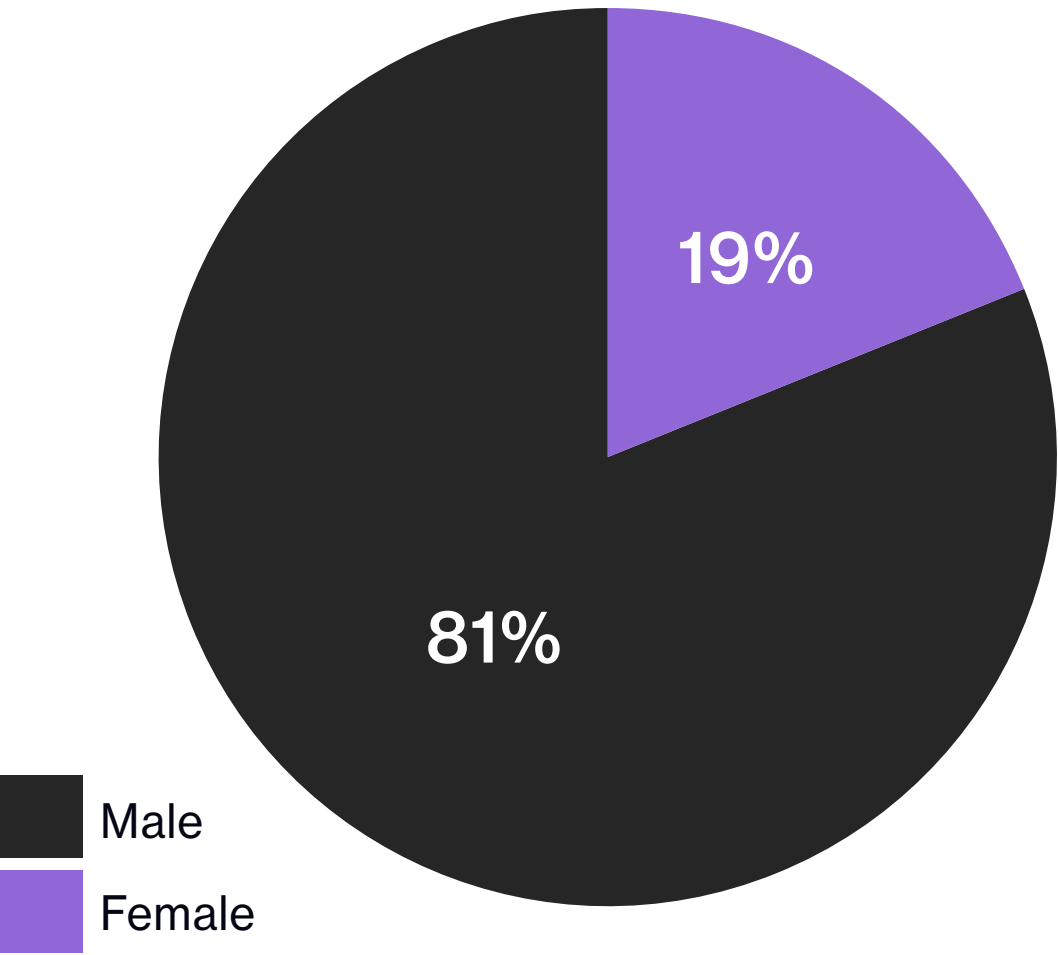
The world of classical art sees new life in crypto-land

picasso nft: 444.83% growth*



Pablo Picasso’s grandson recently announced plans to mint the world’s first Picasso NFTs.

These plans were **thwarted** by objections from the rest of the Picasso family, but the high level of interest in the drop points to a possible future where history’s greatest artists live and create again in the world of NFTs.

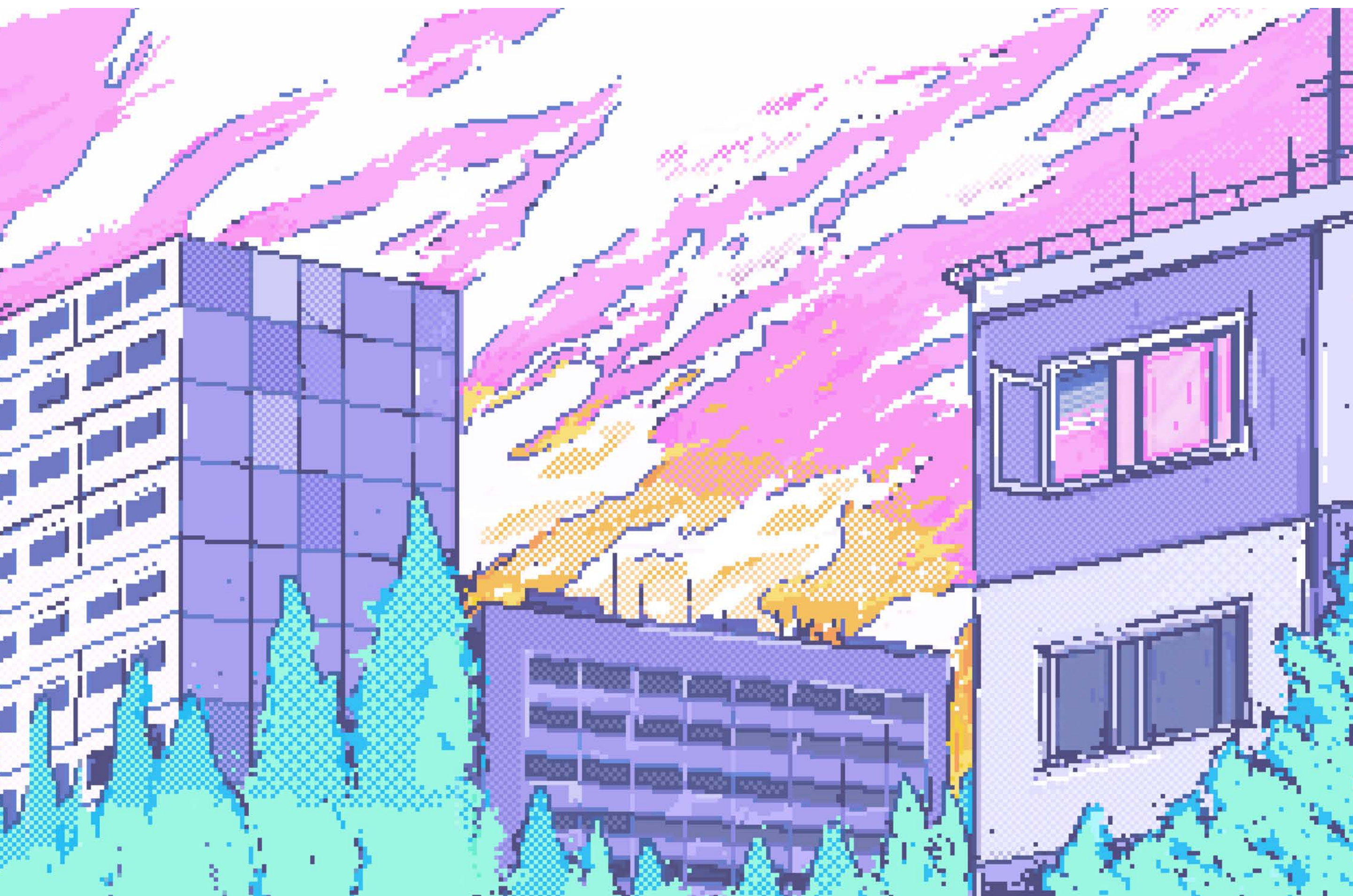


Key brand takeaways

1

Democratise high culture

Like it or not, “high culture” will be subverted and transformed by the Internet, esp. NFTs. Artists and gallerists need to re-think what high art means, and take control of these coming changes, lest they become victim to them.



Key brand takeaways

2

Provide a canvas

With platforms such as Pixilart, there is clearly a growing interest for consumers to create, rather than just to consume; brands that inspire and enable dialogue and creativity (as opposed to unilateral communication) will set themselves up for success.



To find out more, contact us at
enquiries@quilt.ai

