

ARTSY SHARK

By Carolyn Edlund

Online galleries are a dime a dozen, but certain ones really stand out



Joyce Creiger

[Art Specifier.com](#) is one of those sites. I talked to the woman behind this concept, Joyce Creiger, and found that she has a fascinating background, including many years of gallery and art consulting experience, and an impressive contact list. This adds up to a great potential for artists who want to sell into the corporate world and catch the eye of architects and interior designers in need of art for their clients.

Joyce started out back in the 1960's with an art history degree and a job selling real estate. While raising twins, she got involved with starting the [Danforth Museum](#) in Framingham, Massachusetts – which flourishes today, housing its own collection and often featuring emerging artists. As a member of the acquisitions committee of the museum, she got her start in the business that would frame her career.

Combining art with real estate sales, Joyce launched her own business in 1972, becoming an art consultant before the term was coined. She sold this concept to artists, and compiled slides for the purpose of selling art to businesses, corporations and hotels. After approaching architectural designers, she sold artwork to major firms, and partnered with a friend to grow the business. This spun off into a large office space and gallery.

Reinventing her business in 1985, Joyce branched out to a national audience. Working with 3M, she created a laser disc catalog of art, with



54,000 images per side – a precursor to the vast internet art directories available today. Using the technology available at the time, Joyce created a database of artists' images from galleries all over the United States. This system was rented by galleries who used it as an extended network of art available for their clients.

When digital became the technology of choice, her business model was turned on its head. Joyce began to look at where business was going in the future, and chose to pursue clientele in Arab countries. She worked extensively with hotels, hospitals and businesses in Saudi Arabia who were eager to snap up artwork presented by an expert with a huge offering that worked in upscale interiors.

Las Vegas was next – Joyce's company provided art for almost every casino hotel on the strip, including the Luxor and Mandalay Bay. This also was a lucrative business, as she used her ability to match artists with interior spaces to great effect.

Always moving forward, Joyce Creiger has also been a painter, jewelry designer, nonprofit fundraiser, children's book author, and upscale gallery owner. She has been ahead of the times with business concepts, and now presents an online website for artists to connect with interior designers, architects, and buyers for corporate art.



ArtSpecifier.com handles the work of artists in many mediums, for presentation to this market. Artists who apply are juried to ensure that their work is appropriate for the base of buyers looking to

purchase. Joyce researches each applicant's background and education before accepting them. She promotes not only the ArtSpecifier, but also individual artists to her base of over 4,000 designers and architects who have been given complimentary memberships to the site. She reaches almost 40,000 people through social networking as well.

Artists who are accepted pay a \$100.00 annual membership fee to ArtSpecifier. The site is searchable, offering categories such as color, style, and new work. With a password, member artists and clients are able to access the site and its features. Currently over 150 artists are represented.

Is this the right vehicle for you to sell to the corporate market? Check out [Artspecifier](#) and see whether it's a good fit for your work, and your business plan.