

CAMA MATHESON, EVENT HORIZON, OIL, PASTELS AND DYES ON CANVAS, 153X150CM



What exactly is Art in Offices?

A company pays a set monthly fee and we provide a rotation of artwork to hang in their offices. The cost includes everything – shipping, framing, insurance and installation. The client doesn't have to worry at all, except for when I come in with a drill and start making a racket! At the moment, it's on a bespoke basis. However, I'm looking to develop more fixed subscriptions in the near future.

How did you get Art in Offices off the ground?

I created a business model while studying a Masters in arts management at Birkbeck, University of London. I then attended a free workshop called Web Fuelled Business, which was run by *Dragon's Den* entrepreneur Doug Richards, and it promised to teach you how to run your business for free using the Internet. It was very empowering. I did almost everything Doug suggested – simple things like getting business cards, starting my social media and building a website. After that, it was just a question of finding some artists.

How did you find your first artists?

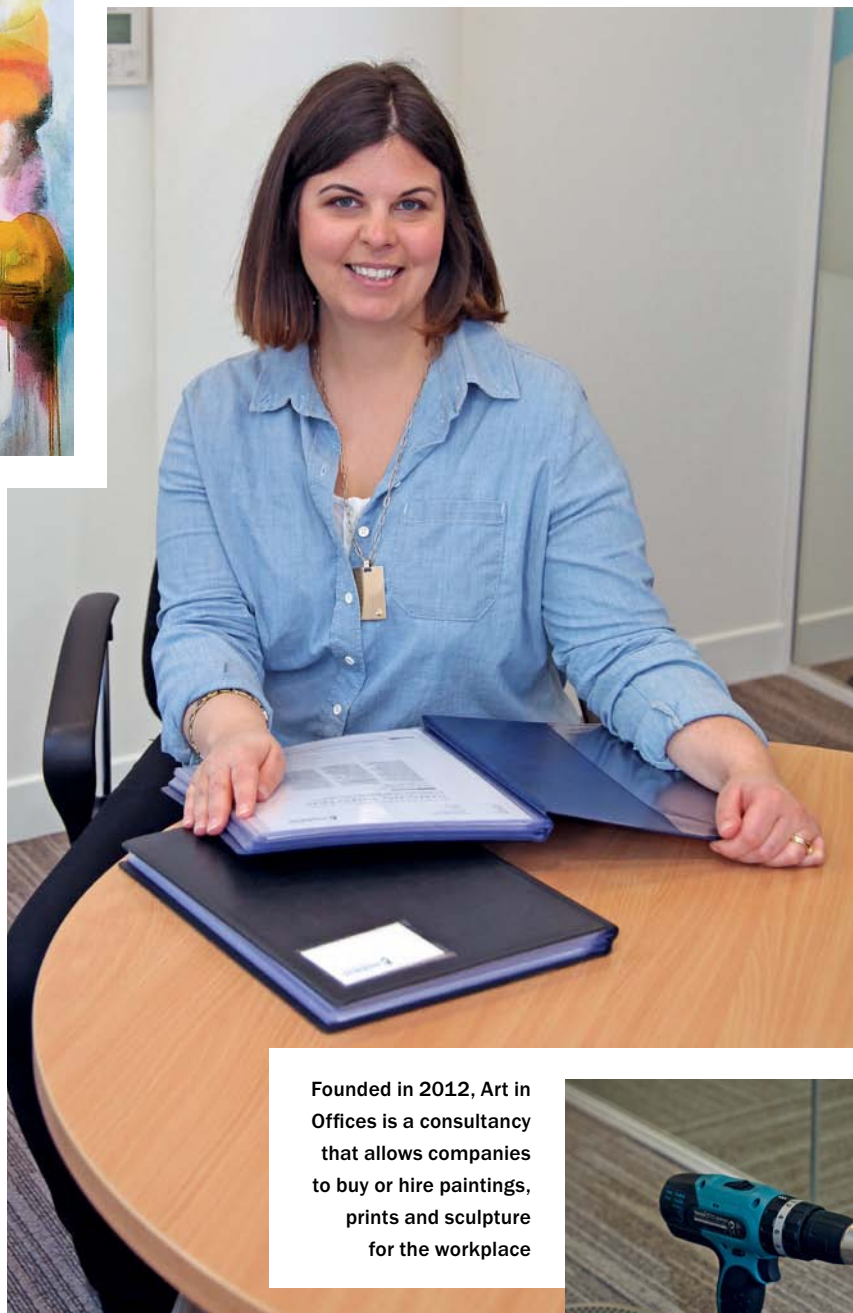
I started with three. My first was a sculptor called Aishleen Lester, who was exhibiting at Imperial College London. The next artist was my mum's cleaner's niece, Charlotte Katsuno. I looked at her work and her exhibition CV, and she was just amazing. The third artist was a friend of a friend who had recently graduated from the Royal College of Art.

How do you go about signing up a new artist?

Usually, I approach artists that I like and ask them but I like it when artists approach me too. It shows that they're proactive. I have around 20 artists on my books at the moment. I also have original prints by the likes of Picasso but I work with another art dealer on these. Pictures by certain dead artists are difficult to advertise because of Artist's Resale Rights, Picasso in particular, so it helps to have an expert involved.

Is it a risky business to work with famous artists?

It's not if it's under €900 because that's when the Artist's Resale Rights come into play. The dealer I work with has been doing this for a very long time and he is careful about what he buys. He always gets >



Founded in 2012, Art in Offices is a consultancy that allows companies to buy or hire paintings, prints and sculpture for the workplace



ON THE JOB

Katie Henry

As founder of the Art in Offices consultancy, Katie is on a mission to brighten up boardrooms across the UK

INTERVIEW: TERRI EATON PHOTOS: STEVE PILL



CAIA MATHESON, KEEP DANCING, OIL, PASTELS AND DYES ON CANVAS, 100X150CM

Katie handles prints by Miro and Picasso, as well as pieces by more than 20 contemporary talents, including former Brighton Artist of the Year Caia Matheson

the provenance correct and the certificate of authenticity, so I trust him in that regard.

What do you look for in an artist?

There are plenty of people who are very good painters but they haven't got the right temperament. I want someone with that extra energy, extra drive, extra creativity and that ability to make good decisions based on advice from their peers' critiques. I find those people are more successful.

What do artists get out of the deal?

If the company wishes to buy the artwork outright, then we act as a broker so the artist will receive the profit minus our commission. However, if it's a subscription or hire purchase, they'll be paid in monthly instalments. A lot of artists say they really like the idea. It's like getting a small monthly income. However, it's different to selling your work through a gallery because I'm non-exclusive. Art in Offices is a start-up business and I want to support the artists as much as possible to support themselves.

Which styles are popular at the moment?

Abstract landscapes, like those painted by Caia Matheson. Office workers don't want to see anything erotic or random people they don't know. It's got to be interesting and colourful.

Do you have an artistic background at all?

Yes, I studied sculpture at Central Saint Martins. I loved it. We were one of the last batches of students to get the old-fashioned art school experience – there were no set targets, you basically just rented a studio space for three years with lots of other like-minded people. It definitely helped me to spot proper artists.

Do you still have time to make your own artwork?

Sadly, no. Any spare time is devoted to being with my family or running the business. Actually, you don't get any spare time when you're running your business – even when you're off sick, your mind is ticking over!

www.artinoffices.co.uk