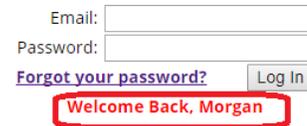
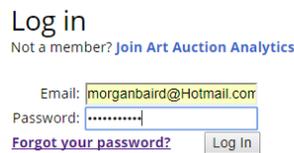


Troubleshooting Guide

The following pages contain basic troubleshooting on the Art Auction Analytics Website.

Logging In and Logging Out:



What do I do if I cannot connect to the Art Auction Analytics Website?

- First, check to see if your internet connection is working by trying to connect to another site.
- If your internet connection is working, hit refresh and try the site again.
- If you are unable to connect to other websites, your internet may be down; contact your internet service provider for more help.
- If you still cannot get on the site, retype the address: www.artauctionanalytics.com into your browser and hit enter.
- If the site is still not accessible, send an email to morgan.baird@artauctionanalytics.com and we will get back to you.

How do I get to the Log In page?

- On the Art Auction Analytics **Home Page**, www.artauctionanalytics.com, scroll down to the bottom of the page.
- The **Log In** form is on the lower left of the page.

[Logging In and Logging Out \(cont.\):](#)

How do I reset my Password?

- Click on the link on the **Log In** form entitled "[Forgot your password?](#)" and follow the directions.
- You will be brought to a screen where you will be required to enter your **Email Address**.
- Enter your **Email Address** (the one you used in the initial Registration and is your current Username).
- Click the **Submit** button.
- You will receive an Email from: support@artauctionanalytics.com; Subject: Art Auction Analytics.
- Open the Reset password email.
- Click the link at the bottom of the Email: [Click Here to change your password and log in.](#); or copy and paste the link into your Browser.
- You will be brought to a **Change Password** form, enter:
 - The email address
 - Type the password that was emailed to you
 - Type your new password
 - Type your new password again
- Enter a new **Password**; then re-enter the new **Password** in the **Confirm Password** field.
- Click the **Submit** button.
- A **Change Password** page will display that says "Your Password has been updated".
- Click on the "[Please Click Here to Log In](#)" link.
- You will be brought to the **Home Page**, scroll down to the **Log In** form.
- Enter your **Email Address** and new **Password**.

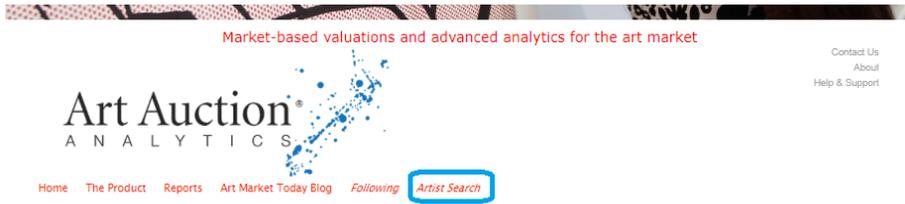
What do I do if I cannot remember my Username?

- Your Username corresponds to your email address you used upon initial set up.
- If you have forgotten your Email Address, please send an email to Morган.Baird@artauctionanalytics.com to inquire about your Email Address.

How do I log out?

- To log out of Art Auction Analytics, close any browser tab in which Art Auction Analytics is open.

Artist Searches:



Search

To begin a search

Enter the last name of the artist or alias below:

How do I find an artist?

Once you Log into Art Auction Analytics, finding and artist in our database is easy:

1. Click the [Artist Search](#) link on the Website menu.
2. Enter the last name or alias of the artist in the [Enter Last Name](#) of artist or the artist's alias.
3. Click the [Submit](#) button.
4. A list will appear of artists whose name fits the criteria you searched on.
5. Click on the artist's name you searched for.
6. You will be brought to the [Market Dashboard](#) page for the artist.

What if I don't know how to spell the artist's last name?

1. In the [Enter Last Name](#) field, enter as much as you know (at least two letters).
2. A list will appear of artists whose name fits the criteria you searched on.
3. Click on the artist's name you were searching for.
4. You will be brought to the [Market Dashboard](#) page for the artist.

What if I cannot find an Asian artist?

While Art Auction Analytics is building up its International set of searchable artists, sometimes Asian artists, particularly in Chinese/Asian auctions, may have their first and last names displayed inverted.

If you cannot find the Asian artist you want by the last name, try entering the first name in the [Enter Last Name](#) field.

Artist Searches (cont.):

What if the artist is not in the database?

Art Auction Analytics maintains specific criteria for an artist to be searchable. If the artist you are looking for is not listed, please contact Art Auction Analytics at Morgan.Baird@artauctionanalytics.com.

How do I find an artist if the artist's name is unknown or goes by an alias?

Art Auction Analytics collects the alias of artists whose names are unknown:

1. In the **Enter Last Name** field, enter the artist's alias (e.g.: Banksy).
2. If the artist is in the database, the artist will be listed.

How do you handle artist collaborations?

Art Auction Analytics collects those artists who principally display works as collaborations, e.g.: Gilbert & George, Os Gemeos and the Bechers. Their naming convention can vary. To lookup, please use either the alias the artists go by (e.g.: Gilbert & George) or try searching on either artist's last name.

Artwork Market Value:

What if the Purchase or Appraisal Date was longer than five years?

Artwork Market Value only works for artworks purchased or appraised within the last five years. This restriction is based on appraisal best practices of having a work appraised every five years.

What if the Download PDF button is not working?

In order to download a pdf of the **Market Dashboard** and **Artwork Market Value**, the user must enter the following data points in the **Artwork Market Value** calculator:

1. The **Artwork Name**.
2. The **Purchase or Appraisal Date** the date must be within the last five years.
3. The **Purchase or Appraisal Price**.

The user must then hit the **Submit** button to have the **Artwork Market Value** calculated. Once the **Artwork Market Value** is calculated with an associated **Artwork Name**, the **Download PDF** button will work.

See example below.

What if I don't have the information for the optional fields?

If you do not have the information to populate the optional fields in **Artwork Market Value** these fields will appear blank in the downloaded pdf.

Fields circled in Red must be populated with data to run the Download PDF feature.

Artwork Market Value
(Calculate Estimate)
To calculate an estimated market value of a specific piece of artwork for this artist, please enter:

Artwork Name (Optional for Calculator, **REQUIRED FOR PDF**):
Untitled

Year Created (Optional):

Medium (Optional):

Size (Optional):

Purchase or Appraisal Date Within the Last Five Years
(**REQUIRED**): [Why?]
05 / 12 / 2017 (MM/DD/YYYY)

Corresponding Purchase or Appraisal Price Within the Last Five Years (**REQUIRED**):
\$ 1000 USD

Graphs:

Can I access data beyond five years?

While our database contains data going back further, we only publish data going back five years.

What if I cannot access one of the graphs?

Art Auction Analytics has a total of sixteen graphs available. This number is based on an artist associated with a **2nd Movement**; if the artists has no **2nd Movement**, then any graph icon associated with a **2nd Movement** will be grayed out and unavailable.

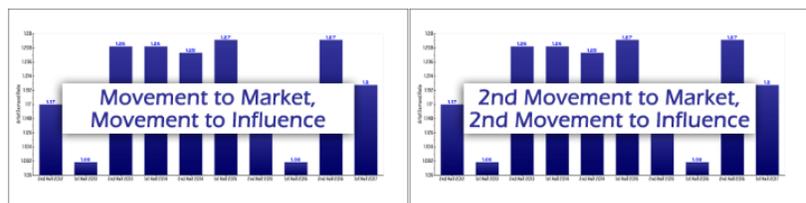
Is there anything available to describe the graphs?

Beneath the graph icons for each of the Key Performance Metrics, you can access text that describes the graphs. See illustration below.

Can I print out the graphs and text?

A user can only print out the **Market Dashboard** and **Artwork Market Value**.

Example of text
(circled in red) displayed below the
graph icons.



MOVEMENT

The Movement graphs are Correlation graphs, except now run for the artist's associated movement. They provide insights into the degree to which movement demand moves versus both the market demand and influence demand. Each movement is derived from standard art historical definitions. An artist can be associated with up to two movements, which, in this platform, are analyzed like sectors for a security. See the help screens for information on each movement. Influence is a grouping of similar movements. By analyzing similar movements, the relative strength of each can be determined. See the help screens for information on each of the influence categories. The Movement graphs are designed to provide a supporting market assessment that can also serve as an indicator of both a movement's current value with insights into future performance. These are comparative outputs. Two data sets are analyzed in each graph:

1. The performance of movement (or 2nd movement) demand versus market demand.
2. The performance of the movement (or 2nd movement) demand versus influence demand.

These are comparative outputs. The results are displayed in a line graph over a five-year, 10 Auction Cycle timeframe. Two data sets are analyzed in each

Movements:

What are Movements?

Each artist in the database is connected to one Movement. Each artist can be linked to up to two Movements. Our Movements follow standard art historical survey on Movements or genres. Given disparities in individual styles, some artists may be grouped in a Movement based on proximity in style or how they are consistently grouped at Auction.

If the Movement is too small, it will be listed within the database as a Sub-Movement under a more major associated Movement (e.g.: Color Field is a Sub-Movement of Abstract Expressionism).

Abstract Expressionism:

Abstract Expressionism – incorporates traditional abstract expressionism (the principal of expressive abstraction) principally in the U.S. between World War II and the early 1960s; it encompasses both Color Field and Gestural (sometimes called Action Painting) artists.

Examples of Artists include: Jackson Pollock, Mark Rothko, Barnett Newman, Robert Motherwell, Helen Frankenthaler and Willem De Kooning.

Art Informal:

Art Informal – the traditional abstract Movement in Europe most notable between World War II and the early 1960s; Art Auction Analytics considers Lyrical Abstraction and Tachisme as subsets of Art Informal.

Examples of Artists include: Lucio Fontana, Pierre Soulages, Hans Hartung, Maria Helena Vieira da Silva, Afro, Karel Appel and Sam Francis.

Post-War Expressionism:

Post-War Expressionism – is the equivalent figurative expressionist Movement concurrent to Abstract Expressionism and Art Informal; it is often seen as an extension of the pre-War Expressionists and German Expressionists.

Examples of Artists include: Jean Dubuffet, Asger Jorn, Antonio Saura, Dado, Ed Paschke, Pol Bury, and Leon Golub.

Movements (cont.):

Post-War Surrealism:

Post-War Surrealism – Artists who have continued to explore and paint in the traditional Surrealist mode after World War II.

Examples of Artists include: Mark Tobey and Arshile Gorky.

Neo-Dada:

Neo-Dada – a Movement established and popularized in the 1950s, Neo-Dada is an extension of traditional Dadaism of the late teens and early 1920s. Stylistically, it incorporates everyday objects and assemblages, bridging into traditional Pop Art; Nouveau Realisme and members of Fluxus will fall under Neo-Dada.

Examples of Artists include: Robert Rauschenberg, Nam June Paik, Louise Nevelson, Jasper Johns, Yves Klein, Niki De Saint Phalle, and Joseph Cornell.

Pop Art:

Pop Art – Refers to traditional Pop Art beginning in the late 1950s into the early 1960s that challenged the abstraction of Abstract Expressionists in favor of images of popular culture, often appropriating common or mass produced items or images.

Examples of Artists include: Andy Warhol, Roy Lichtenstein, Tom Wesselmann, Yayoi Kusama, Ed Ruscha, Gerhard Richter.

Kinetic Art:

Kinetic Art – Refers to traditional 3D Kinetic Art where artists were preoccupied with both the real and perceived sense of movement.

Examples of Artists include: Alexander Calder, Yaacov Agam, Takis, and George Rickey.

Movements (cont.):

Op Art:

Op Art – A movement that was foremost preoccupied by the optical or perceptual experience of 2D works, typically involved with optical illusion via abstraction. OP Art is most traditionally seen as an art movement from the mid-1950s to the 1960s, though practitioners continued beyond.

Examples of Artists include: Victor Vasarely, Richard Anuszkiewicz, Bridget Riley and Heinz Mack.

Minimalism:

Minimalism – Refers to the traditional minimalism beginning in the early 1960s, considered a 3D movement in which artists sought to reduce an artwork to the most basic of form.

Examples of Artists include: Donald Judd, Sol LeWitt, Anthony Caro and Carl Andre.

Post-Painterly Abstraction:

Post-Painterly Abstraction – Abstract artists who were dedicated to the non-objective possibilities of painting, akin to Minimalism. Typically, a more precise and flattened version of abstraction. Sub movements include Hard Edge Painting, a strand of Color Field Painting, and Concrete Painting.

Examples of Artists include: Ellsworth Kelly, Agnes Martin, Josef Albers, Brice Marden, Frank Stella and Al Held.

Conceptualism/Post-Minimalism:

Conceptualism/Post-Minimalism – Refers to the traditional Conceptualism/Post-Minimalism of the late 1960s through the 1970s where a piece of art is driven by the idea or concept, and/or a response to the rigors of Minimalism. Though incorporating a wide variety of styles where the idea or concept drives the creative process such as performance art; it also includes land art, body art and performance art.

Examples of Artists include: Sol LeWitt, Eva Hesse, John Baldessari, Alighiero Boetti, Bruce Nauman, Ai Weiwei, Hans Haacke, Richard Tuttle, and Marina Abramovic.

Movements (cont.):

Neo-Realism:

Neo-Realism – In rebellion against Abstract Expressionism, Neo-Realism was a return to realism as a style.

Examples of Artists include: Chuck Close, Vija Celmins, Lucian Freud, Philip Pearlstein and Mark Tansey.

Photorealism:

Photorealism – We separate Photorealism from Neo-Realism as that movement was heavily influenced by the camera but typically focused more on rural and urban scenes.

Examples of Artists include: Richard Estes, Robert Cottingham, Ralph Goings, Duane Hanson, and Malcolm Morley.

New Image:

New Image – Figurative art, born in the 1970s in reaction to Conceptualism; among the sub-genre were the Bad Painting artists.

Examples of Artists include: Jennifer Bartlett, Peter Doig, Paula Rego and Joel Shapiro.

Neo-Conceptualism:

Neo-Conceptualism – Used to define a strand of Conceptualism begun in the early 1980s, Neo-Conceptual artists extend the principals of traditional Conceptualism but include a new emphasis on Photography, Appropriation Art, Conceptual Painting and Installation Art.

Examples of Artists include: Sherrie Levine, Cindy Sherman, Richard Prince, Vanessa Beecroft, Christian Boltanski, Candida Hofer, Chris Ofili, Damien Hirst and Tracey Emin.

Movements (cont.):

Neo-Expressionism:

Neo-Expressionism – A movement in rebellion to Conceptualism and its associated anti-aesthetic, Neo-Expressionism was a return to expressive figurative or representational images most associated with traditional Expressionism. Neo-Expressionism’s zenith occurred in the early to mid-1980s. Various groups include Neue Wilde in Germany and Transavanguardia in Italy.

Examples of Artists include: Jean-Michel Basquiat, David Salle, Julian Schnabel, Georg Baselitz, Sandro Chia, Sigmar Polke and Eric Fischl.

Neo-Pop Art:

Neo-Pop Art – A continuation of Pop Art but through a new generation of artists beginning in the early to mid-1980s. With a consumer-based focus, Neo-Pop Art also is heavily represented by Chinese Artists of the late 1980s.

Examples of Artists include: Jeff Koons, Ashley Bickerton, Katharina Fritsch, Wang Guangyi, Yoshitomo Nara, Zheng Xiaogang, Kiki Smith, Kenny Scharf, Paul McCarthy, and Mike Kelley.

Postmodern Abstraction:

Postmodern Abstraction – A movement that is an extension of traditional Abstract Expressionism, beginning in the Postmodern-influenced period of the early 1980s through to the present.

Examples of Artists include: Cecily Brown and Gerhard Richter.

Postmodern Figurative:

Postmodern Figurative – The next wave of expressionist-based representation following Neo-Expressionism. The period begins in the late 1980s to early 1990s and goes to the present. It is mainly a placeholder for artists associated with New Art who will grow into this Movement.

Movements (cont.):

Postmodern Surrealism:

Postmodern Surrealism – The next wave of surrealist-based artists. The period begins in the early 1990s going to the present. It mainly serves as a placeholder for artists associated with New Art but who will grow into this Movement.

Emerging Art:

Emerging Art – A generic term for any artist born after 1976; it is assumed that those artists are still maturing and therefore cannot yet be tied to a specific movement. In addition, as their prices at auction tend to be the most volatile, keeping them together provides better analysis as to the habits of the market with emerging artists.

There are several types of Emerging Art, including, Idea-Based, Expressive, Absurd & Fantastic and Pop Culture.

For additional questions or for a demonstration, please email
Morgan Baird (Morgan.Baird@artauctionanalytics.com)