

Introducing GB Pictures

GB Pictures is a non profit organisation, a company limited by guarantee with no shareholders. We were set up by a collection of other organisations, individuals and companies, and initial funding came from another non profit company New Atlantis, whose objectives revolve around the improvement of people's lives.

Our objectives

To promote, encourage and support greater involvement in the collecting and enjoyment of art.

How we go about meeting these objectives

We have worked with others in developing the GB Pictures project, this is a large national project involving a lot of partners, and these include joint venture operations and service provider contracts, as well as franchises.

GB Pictures, the organisation, therefore achieves its objectives by empowering others to also achieve their individual objectives, be they artists or photographers, art publishers, framers, or local art consultants or any of the many more that are now involved.

Many organisations today likewise commission services rather than provide them directly, and this allows better use of scarce resources and in our case a formula that means we don't need a large income, and can therefore put our efforts into meeting our objectives rather than fundraising.

The mixture of a non profit organisation, setting objectives and helping to cut cost for people to become involved, and commissioned providers or joint venture partners where profit is a motivating force allows things to get done faster and more efficiently.

We also have to be careful in what we do, investors and collectors, were keen that we did not reduce the prices and therefore the value of art, or attempt to correct all the industries problems, and achieve nothing.

Discovery stage

Before setting about our task we consulted very many others, we talked to artists, photographers, publishers, art buyers, collectors, a business angel network, and many more.

From this we identified a number of criteria that we should try to use and a number of problems for various parties involved that we needed to find a solution to.

Artists and photographers wanted a means to make their work available and get a fair reward. Art collectors and investors had a list of problems they wanted to overcome, many around security and limiting forgeries and quality control, as well as keeping edition sizes reasonable.

We discovered that the way the industry generally works tends to eliminate some of the best production methods and materials, as there is a need to cut costs to the bone to allow large mark-ups to galleries. These mark-ups being justified as they had very high operating costs including business rents and rates, staff costs and many others, while making relatively small volumes of sales. Museum glass was an obvious example, everyone agrees it is far better than any other, allows images to be clearer, brighter, and eliminates most reflections, as well as filtering out most UV light so images won't fade as fast, but few use it, and this is just about completely on cost grounds.

We looked at the quality control issues in detail and found work being produced on copiers, on Giclee printers but using the wrong inks for permanence and many printing with printers that had not been profiled. Many had no concept of colour management and even much of the framing was to say the least sub standard, frames being stapled (underpinned) without adding the glue into the joints that should be used. Much of what is on offer might better be considered disposable or temporary art, and for the collector this presents large problems.

The ease in which some work is copied, was a major problem for collectors and art investors.

GB Pictures Project

Having discovered what was required and some concerns, working with others we have produced a solution, the GB Pictures project.

This project is a joint venture, bringing together very many parties as well as creating some completely new franchises. Allowing art to be produced to far higher quality, and distributed in a way which is helpful to consumers, collectors and investors, and where this is achieved at about the same prices as similar art is currently selling for.

Luckily this is an industry where very large gross margins exist, so spending more producing better art editions, has been possible without increasing prices, still allowing a very good income potential for everyone involved.

Quality improvements include colour management throughout, using the right materials for permanence, using archival mounts and other components, museum glass generally available as an option at least, and included in all editions on some brands, and new aspects like electronic chips to eliminate forgeries and reduce the interest of thieves. The list of quality control improvements is far longer in total than it is possible to include here, and far more extensive than we had originally appreciated would be needed. The rule has been nothing but the best.

The deal for artists and photographers is improved in that they are getting royalties on the finished framed work rather than the print only, and by better marketing should sell more. So they get more sales and more from each sale.

We are setting up teams of local art consultants (franchises) across the country. As we are the franchisor, we are able to do this with no franchise fees, which is a first we think, and allows many people easier entry. The team approach means they each need far less stock, can work cooperatively together on promotions, exhibitions and the like, and another part of the team are brand coordinators that motivate and show them new skills as well as keeping them up to date on what is available.

Benefits for the art buyer, collector or investor

The GB Pictures project has art editions from a number of brands that you will get to know that you can trust to produce the very highest quality work, well above the quality that is generally available elsewhere. The range of brands over time will increase.

Both original art and limited editions will be available supported by trained local art consultants that are each running their own franchise, and who are supported by their local team and regional brand coordinators. The art consultants will as well as putting on exhibitions and events, also be able to come to your home or office to show you examples and to help you select the editions that interest you. They will also be able to professionally hang editions for you, using either quality items suitable for ordinary use or security fitting suitable for hotels, guest houses or other places where they don't want to be easy to remove.

All the limited editions will be printed on fully profiled and colour managed systems, air dried fully for 7 days, and archival mounted, this produces work that is able to be hung for many years without fading. Add to this the Museum glass option and you not only remove nearly completely all reflections and improve the colour, but also filter out most of the UV light meaning works can be safely displayed without risk of fading at all, with a life expectancy of centuries.

All editions are electronically chipped. These chips which need no power supply are similar to those used in pets, but cannot be duplicated even if you know the number they display on scanners. Each chip is tied to an individual image, and registered, this means that we, and the consultants as well as many others will be able to tell the edition is genuine. This not only means that you can be far more confident of the value of your art work holding up, but also can be sure that it was produced to our stringent quality control standards, and in addition the work is of minor interest to thieves as naturally when the authenticity

is checked it would be discovered to be in the wrong hands.

Art is of course an area where there are many tastes, and we are meeting the need for choice and variety by involving a number of brands, some are running now, others are in development, that will bring the number up to 6, with some additional ones in the negotiation stage. Over time therefore the number of brands and range we are able to introduce you to will increase.

Your local art consultant can keep you informed of works that may be of interest to you, will often be able to arrange for you to get to see new works, will never press you to make a purchase, their brief is to become a family friend or colleague assisting you to collect works that suit you. If you move house they will help you move your art and re-hang it, and generally you will find them so interesting and helpful that you will not only look forward to meeting them again but feel confident that you can introduce them to many others who you know would also be able to benefit from such a good service.

All editions have a guarantee, and the museum glass option has a double guarantee including a guarantee that it will not fade in the life of two named individuals, so perhaps making it an ideal heirloom where one name is a young member of the family.

One brand is a collection where art even after being sold remains a part of the collection, this allows it to be exchanged as you move, decor changes or you just fancy a change. Works held by investors is also available though this brand for rental. Some work from other brands will also be available for rental.

So you get a great service, including home or office visits, art being hung and more, get to see interesting works, and know that a wide range of work will be available and that every edition will be of the highest quality, will not fade and will not be reduced in value by forgeries. You will know this is art work that can be enjoyed rather than shut away as an investment only, and the cost is about the same as other similar artworks available elsewhere, plus rental option.

An introduction to GB Pictures and the GB Pictures Project

GB Pictures

Dedicated to empowering the greater involvement in collecting and enjoyment of art.

A non profit company, limited by guarantee, registered in England and Wales no 5291147

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Websites

Main website with editions available and more
www.gbpictures.co.uk
Team website for those seeking involvement in the project, including local area franchises
www.gb-pictures.co.uk
Educational and other Events coming up
www.gb-pictures.co.uk/events

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