

The Sharing Economy: How We Experience Now

Words by Sara Tenti, Artist Liaison, ARTIQ

Together with new challenges, times of crisis also bring innovation, encouraging alternative ways of thinking and shaping new behaviours. Concepts such as a 'circular economy' and the notion of solidarity are becoming part of the daily routine for all types of business; social enterprise, charity and for-profit included. Exchanging strategies, resources and knowledge in order to help each other and our local communities is the new norm.

Shared experiences too, have witnessed a transformation. Going to a music gig or gallery opening, having Friday drinks with your colleagues or a collaborative ideas session in the same meeting room are no longer possible or advisable. In light of the current crisis many companies are repurposing their premises or collaborating with others on previously unexplored fronts. X+Why, an East London based co-working space for purpose driven businesses, has recently teamed up with Europe's largest digital healthcare provider Livi to give their members access to Covid-19 testing, aiming to provide the safest possible work environment to its members. Large scale workplace businesses such as Google and Facebook are also taking employees' physical and psychological wellbeing into consideration, allowing them to continue to work from home for the rest of the year. This approach is not only aimed to protect those who can work remotely, but also to allow essential workers to access public

resources in a safer, less crowded environment. Many organisations in the hospitality industry are also adapting to the current situation to continue operating, whilst supporting others. Locke Hotels for example are working in partnership with the UK Government and NHS accommodation providers to house key workers and people in need of an interim home while their primary residence is unavailable. They are also taking action to support the local community by providing grocery delivery services to their London guests and their neighbourhood.

Companies are refocusing their efforts on the wellbeing of their teams with a renewed recognition of their importance. It is people who are the fundamental components of a business from both an ethical and economical perspective.

In this month's Adviser we highlight examples of cyclical ways of working; companies readapting hierarchical or linear models to allow diversity and cross-pollination among peers within a sector and right across multiple departments and industries. We highlight in particular the role of independent artists and freelancers within the global economy, mapping out some of the most interesting initiatives with solidarity at their core and promoted by artists themselves as well as brands and organisations in various fields including art and culture, health, food, fashion and leisure.

Recommendations

Artists & Non-profits



Amnesty International
[@amnesty](https://www.amnesty.org/)

Not-for-profit organisations and the arts sector have been long standing collaborators and they are now supporting each other more than ever. Amnesty International has recently started an Instagram campaign to share the work by incredible illustrators from all over the world, capturing the current times. Each artist creates a piece interpreting some of the key themes that have been brought to the surface by the pandemic, their focus spans from the right to health, housing and protection for all to personal stories of quarantine life, love and family. ARTIQ artist Ricardo Paris was one of the selected illustrators who shared an incredible personal story.



Between Bridges - 2020Solidarity
<https://bit.ly/3bt7W5y>

Between Bridges is a foundation set up in 2017 by world renowned photographer Wolfgang Tillmans to promote democracy, international understanding, the arts and LGBT rights. As part of their recently launched project 2020Solidarity, more than 50 artists, including Marlene Dumas, Mark Leckey, Anne Imhof, Luc Tuymans, Carrie Mae Weems and Tillmans himself, designed A2-sized posters that can be offered as rewards on crowdfunding sites for €50, £50 or \$50, depending on the location of the organisation. The supported businesses include cultural organisations and charities affected by the pandemic but also informal places for social events and nightlife as well as communities that are raising funds for hospitals or health organisations.

Artists supporting artists



Artist Support Pledge
[@matthewburrowsstudio](https://www.instagram.com/matthewburrowsstudio/) - #artistsupportpledge

During the COVID-19 pandemic, many artists have found themselves without the work they usually rely on; teaching, technical support, gallery work, exhibitions. To help face some of these challenges artist Matthew Burrows initiated the scheme #artistsupportpledge, encouraging artists to post images of works they are willing to sell for no more than £200. Each time they reach sales of £1,000 they pledge to buy another artist's work for £200. Follow the hashtag and check out @artiqgram for daily updates featuring our top picks!

Businesses for the Arts



Experience Art Online - ARTIQ Masterclass
<https://bit.ly/2zwhGie>

In conversation with Verdict Magazine, ARTIQ's CEO Patrick McCrae gave some insight on the alternative revenue-generating streams that ARTIQ is currently providing to support artists. Our most recent initiative is a new package of online masterclasses and workshops that give our clients 'a great opportunity to socialise with their peers, to think creatively, to reconnect with the joy in life as this period has and can be very challenging for us all'. Read the full article [here](#) and get in touch with Tazie (Commercial Director) directly to book a bespoke workshop with your family or team: tazie@artiq.co.



Support the Global Music Community
<https://bit.ly/2WQjwTb>

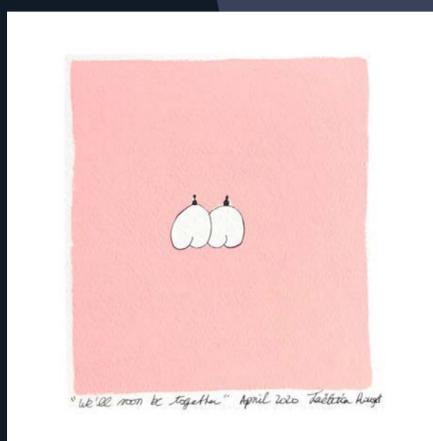
To help those in the music community most in need, Spotify is providing their global reach to artists who are currently fundraising to support themselves or other organisations, in order to help them get the word out to fans. They have launched The Spotify COVID-19 Music Relief project and a new feature 'Artist Fundraising Pick' which allows artists to highlight a fundraising destination on their profiles.



Buy Waste-less Fashion
<https://everpress.com/>

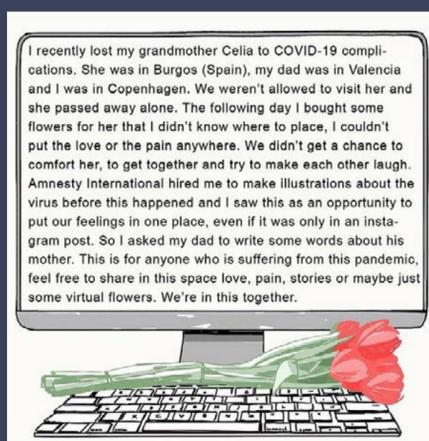
Everpress supports independent artists and creators whilst reducing waste in fashion through pre-order apparel campaigns. Their focus is on originality, product quality, less serial production and more design choices. They are on a mission to 'empower creative independence in a commercial world'.

Discover Artists



Laetitia Rouget

Laetitia Rouget has recently launched a project in support to the NHS and made available a selection of small gifts and postcards that can be sent to your loved ones giving 50% profit to the NHS. The items are all hand crafted and include the artist's signature pottery work.



Ricardo Paris

Ricardo shared the story of his grandmother in a beautiful series of illustrations for Amnesty International, which received an incredible response: [@ricardoperis](https://www.instagram.com/ricardoperis).



Suzi Morris

Suzi Morris is selling her paintings to raise money to help finance the research for a Covid-19 vaccine through the Imperial College Covid-19 Response Fund and Artist Support Pledge.