



and the world and evokes an emotion in the viewer, or inspires the viewer, it is significant. It is equally powerful when art takes a screenshot of a period for the viewer to see how things were in that decade or century in history.

My personal perspective and experience on the current state of the visual arts in Australia and New Zealand is that I have sold very few paintings and illustrations to art collectors in AU & NZ. My markets are the USA, UK, and EU mostly, with some sold in Asia. I do have my art for sale through an AU online gallery and I have to put the prices lower as it seems that, from my experience, they don't seem to value art as much as, for example, the US, UK, and EU. My artwork is sometimes quite niche and figurative, and sometimes nudes are not as palatable to some markets. If I were painting beach scenes, perhaps, I would sell more to Aussies! So my focus really hasn't been on the AU market but on the art-collecting markets that support my artistic career.

Perhaps the situation can be improved by creating and allowing for increased respect for the art and culture communities; bringing more awareness to the general public, and placing more value on art and culture than just beach culture. In Australia, it's very much about the beach and lifestyle which is fair enough, as most people live in coastal cities and have a beach nearby. But also, it is a very small market compared to say the USA or EU market.

My creative agenda for the rest of the year involves travelling and living out of a suitcase, as I was in much need of a break and some inspiration. Seeing different cities, and countries, meeting different people along the way, and going to galleries, museums etc. brings me a new set of ideas, creativity and inspiration. But travelling brings limitations on what you can do. I've managed to do a few paintings while away so far. I'm hoping to gain more exposure by way of publications, and building more of my communities on social media platforms like Instagram. As I develop new ideas, I would like to build some affiliations/collaborations with, for example, the newly revived vinyl record labels and fashion brands.