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The Pure Taste Indicator

A new reference model for the art world

David Hinojosa 2024

Organization for the Democratization of the Visual Arts





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What is the current reference used in the art world to perceive / measure if an artist is “good” ?

Reference System / Current Paradigm

**FAME /
PRESTIGE**



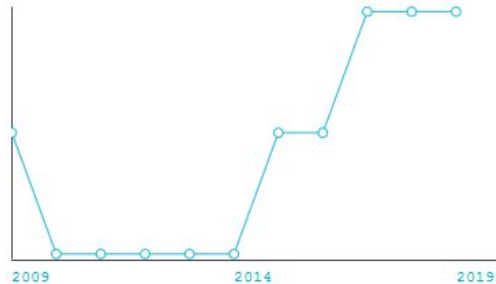
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The Pure Taste Indicator Artfacts.net

ARTIST

Gerhard Richter

10-year career trend



ANALYTICS

RANK

AKA

PERIOD

MOVEMENTS

MEDIA

GENDER

NATIONALITY

BORN

LIVES & WORKS

WEB

SOCIAL MEDIA

Top 10 (Global) ⓘ

Top 10 (Germany)

Gerd Richter

Post-War

Photorealism

Painting

Male

Germany

1932

Dresden, SN (DE)

Cologne

<http://www.gerhard-ric>

W

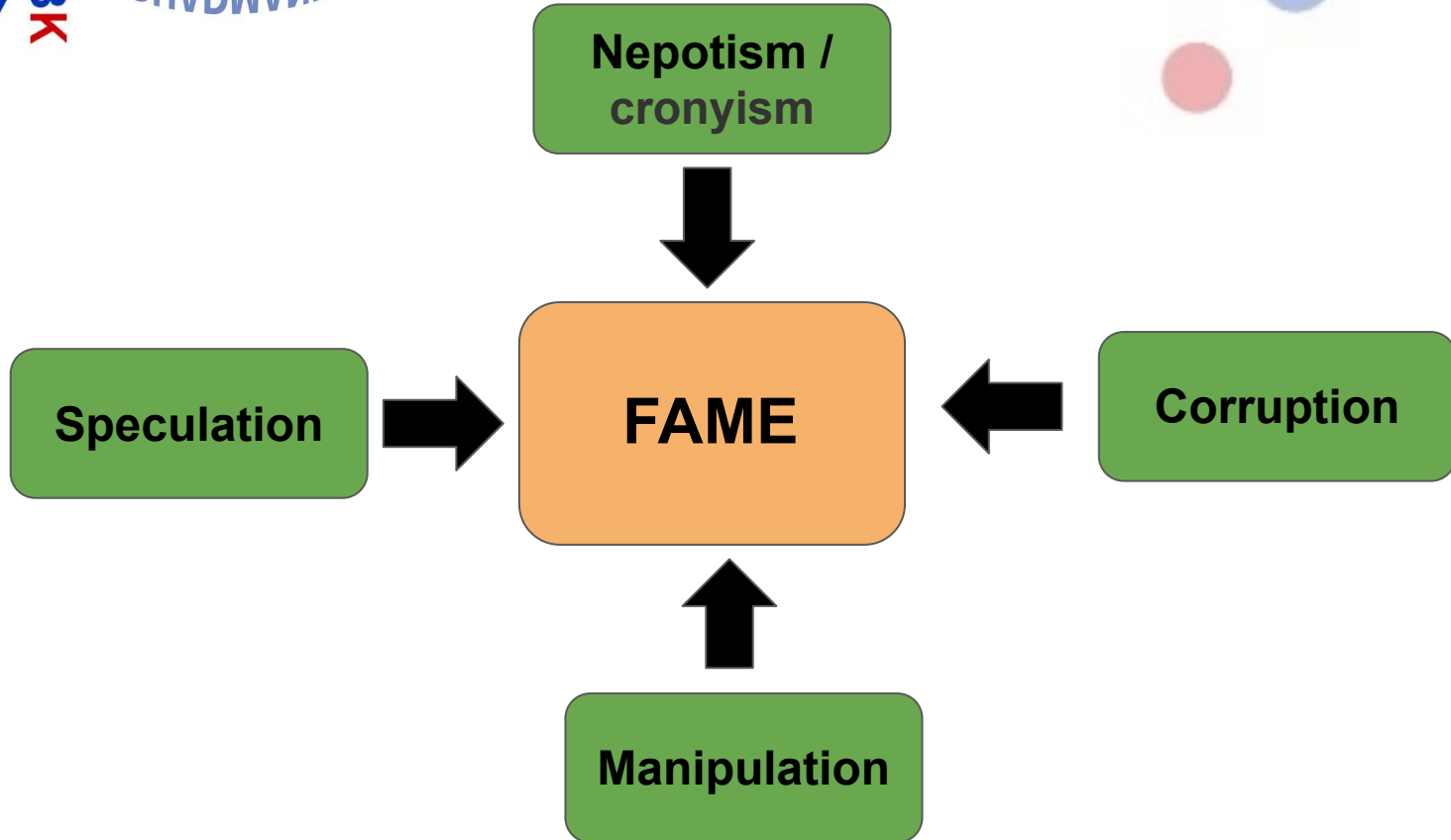
“Artfacts has created an algorithm that determines the weight of each instance based on the fame of the artists who are associated with them.”

- The Superstars of Contemporary Art: A Sociological Analysis of Fame and Consecration in the Visual Arts through Indigenous Rankings of the “Top Artists in the World”, [Alain Quemin](#) January 2017



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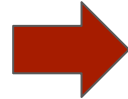
„Almost one third of solo shows in US museums go to artists represented by just five galleries“



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So, we can conclude that “fame” is not a reliable reference to measure the quality and relevance of the work of an artist.



How to measure the quality and relevance of the work of an artist for the art world without considering the “fame” in the formula?



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What makes an artist “good”?

Or, how “good” the work of an artist is?

Reference system

New Paradigm

**KNOWLEDGE IN
ART AND TASTE
("THE EDUCATED
EYE")**

Current Paradigm

FAME



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ODBK

AMARC

Artists

**Art Lovers
and Art
Collectors**

The institution
(gallery owners,
curators, critics, art
theorists and
academics)

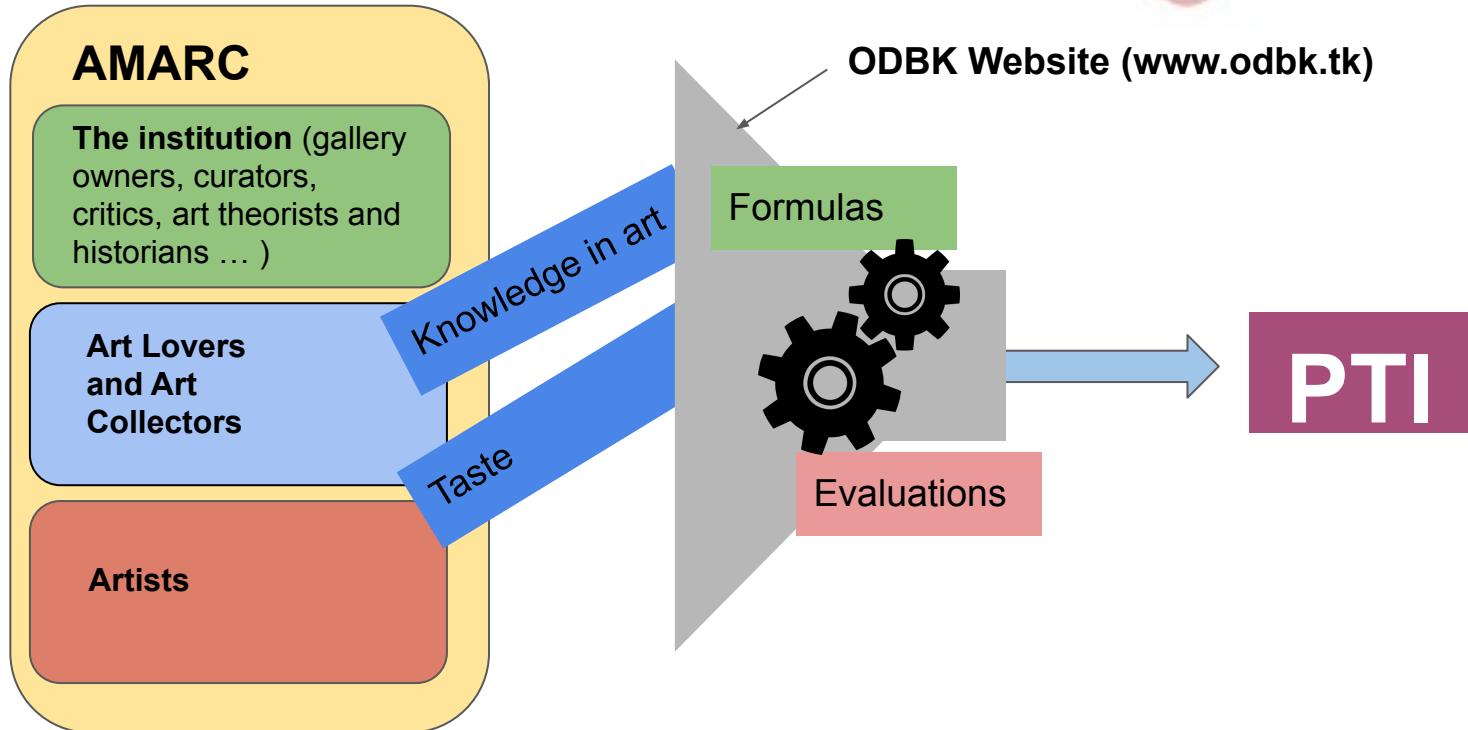
PTI is a reference model which measures the relevance and the quality of the work of a visual artist. It represents the conjunction of knowledge in art and taste (“the educated eye”) of a representative number of players in the art world





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Gathering Artist Information

The ODBK team checks and gathers information from the artist



Evaluation Process

Each evaluator receive a link to make the evaluation for the artist using the ODBK website.



Requirement to ODBK / AMARC

A call for Pure Taste Indicator calculation is made from a page on the ODBK website



Evaluators selection

The Pure Taste Indicator selects the team of evaluators randomly from the AMARC database



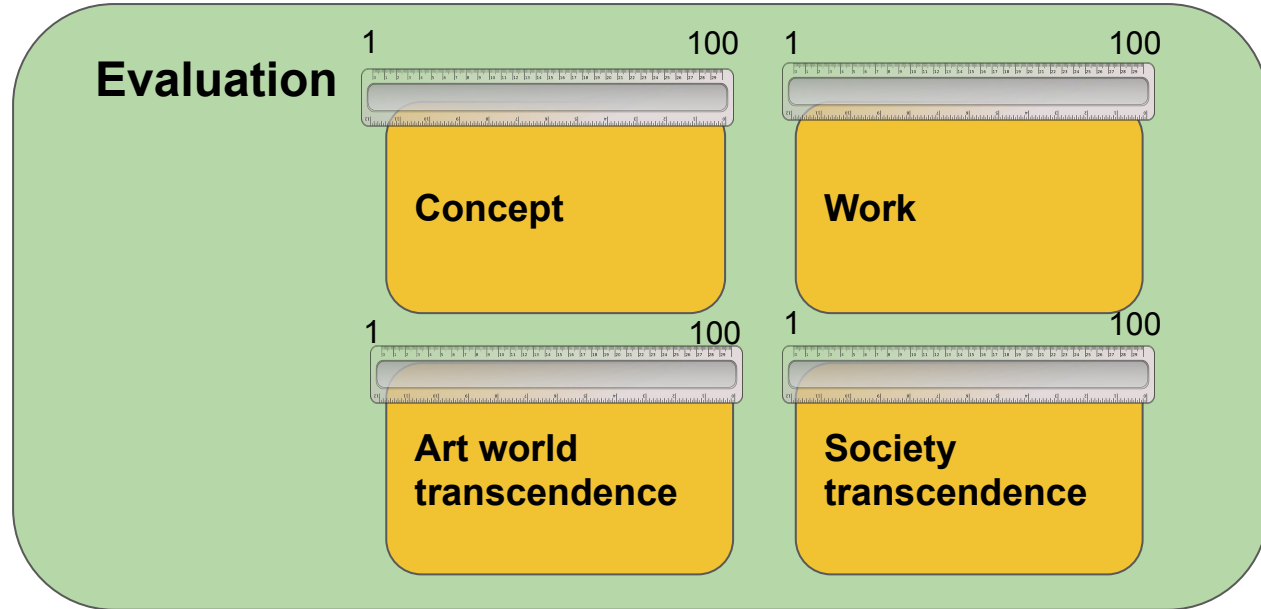
Pure Taste Indicator calculation and results publication

Using the Pure Taste Indicators formulas created by DHadmann the result is calculated and published on the ODBK website



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The Pure Taste Indicator Mechanism





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Referendum

A **referendum** is a direct vote in which an entire electorate is invited to vote on a particular proposal.

REFERENCE BASE OF PTI

Demarchy

This is the selection of political officials as a random sample from a larger pool of candidates, a system intended to ensure that all competent and interested parties have an equal chance of holding public office.

EMERGING ARTISTS



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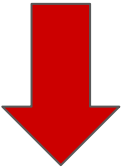
Fame -> extremes / no limit



1000000000....

Andy Warhol & Co.

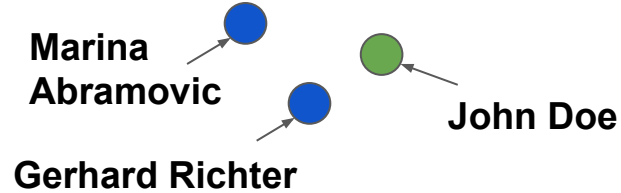
-10000....



The Pure Taste Indicator Mechanism

PTI has a finite range

100.00



1.00



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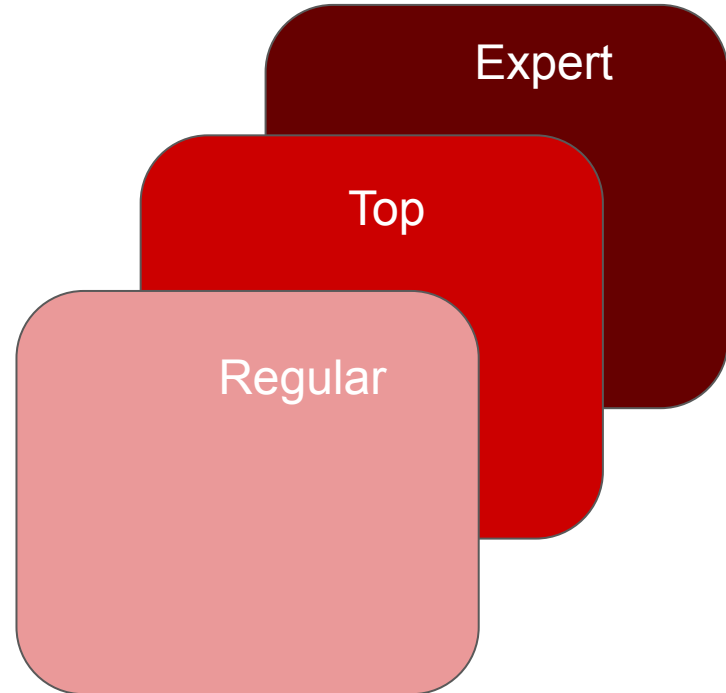
AMARC

Levels of expertise

In construction:

How to define the level of expertise?
System is based on a point system

- Tests of knowledge
- Attendances to biennales - curatorial work, papers, research





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Advantages / Benefits / Possibilities

- Removes hidden variables of the current system of the art world
- Increase the number of people who influence the decisions that define the art world
- Discovering of new values in the art world
- A fairer distribution of money and opportunities
- Build an example of how alternative economic models can help to distribute homogeneously the wealth and opportunities



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The Pure Taste Indicator Disadvantages / Obstacles

- Require a lot of resources to get the information to build the calculations
- The estimation of the evaluators could potentially not be honest and/or precise
- The referendum model could present the lack of homogeneity of the evaluation groups, and lack of control of preferences oriented evaluations (friends and family of artists who evaluates the artist not objective)
- A difference in art education and experience of the evaluators
- Evaluators cannot see the works live, causing potential problems with installations and 3d works



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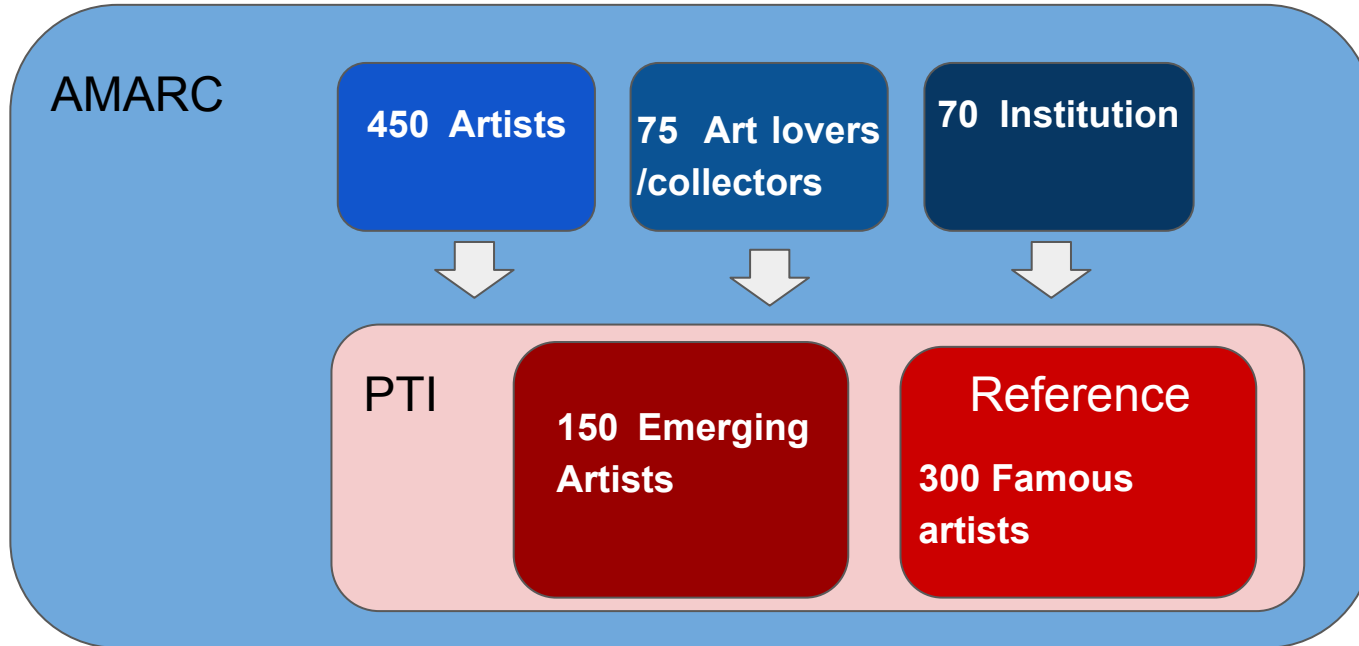
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Artist Name	Number of evaluations	Pure Taste indicator	Cap-price of an original artwork A4 size	Action
<u>Jonathan Meese</u>	21	44.61	2,503.88 Euros	Go to referendum
<u>Daniel Richter</u>	10	62.45	3,672.35 Euros	Go to referendum
<u>Albert Oehlen</u>	4	44.61	2,726.44 Euros	Go to referendum
<u>Adrian Piper</u>	6	71.37	4,395.69 Euros	Go to referendum
<u>Aernout Mik</u>	2	49.07	2,782.08 Euros	Go to referendum
<u>Alex Katz</u>	5	66.91	4,117.48 Euros	Go to referendum
<u>Allan Kaprow</u>	4	80.29	4,729.54 Euros	Go to referendum
<u>Allen Jones</u>	2	53.53	3,282.86 Euros	Go to referendum



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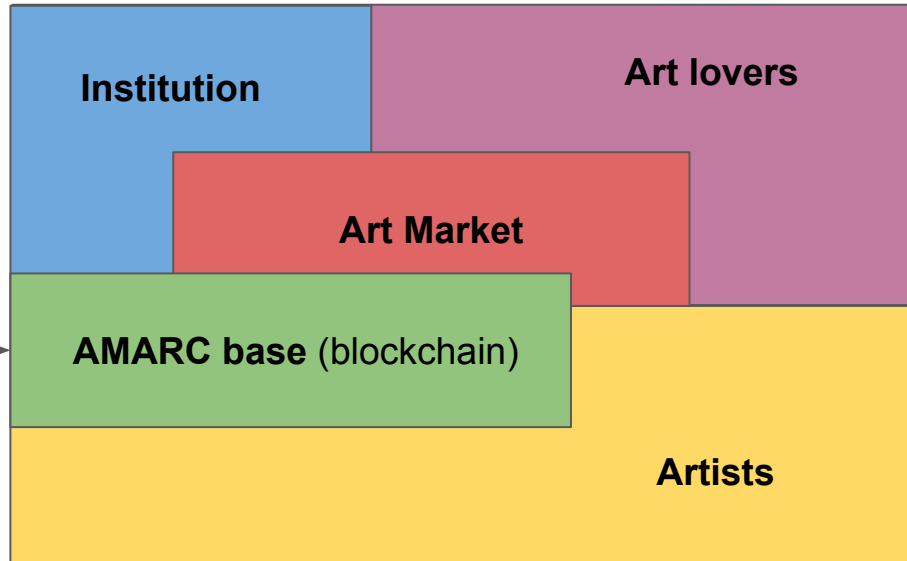


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The Pure Taste Indicator Future

Blockchain:

- Voting processes
- Knowledge and experience verification





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Thank you!

More info at www.odbk.tk