Artist’s Resale Rights in South Africa
• No legislative framework in South Africa
• History of rights and royalty abuse in most art forms, often on racial lines (Solomon Linda case)
• Royalty structures in some art forms - music and literature.
• Strong, established secondary market
• Corporate and private collection profile
Aspire Art Auctions launches in 2016
• Successful inaugural auctions in Johannesburg and Cape Town
• Skillset focused on primary and secondary markets in SA
  contemporary and modern historical
• From the outset committed to sustainability
• Motivated by wish to improve economic conditions of artists in SA
  and help keep them making art.
• Redress and inequality in SA art
Aspire introduces Artist’s Resale Rights effective immediately from its inaugural auction in Johannesburg in 2016
- Sliding scale of royalties on European model
- Only to living artists, not to estates – estates and heirs often a difficult legal terrain (Hlungwane)
- Aspire absorbs the total cost of the undertaking, unlike major metropolitan markets
- Commitment to growing and sustaining the market as a leader in the field
- Not enough in itself to sustain the market, but if others follow there is critical mass for artists and the whole art world
16 living artists benefit from inaugural auction, 40 from recent second auction
Equitable wealth distribution in the market – no framework economically for the system, so must self-regulate
No existing financial or tax implications due to lack of framework
Artist’s support: “your e-mail was like a whisper from the 'Old Ones' - a grand affirmation of ethical market practice, goodwill and generosity that really made my day” – SA exiled artist Louis Maqhubela.