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Analyzing the Relationship Between COVID and Amateur Painting

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Hypothesis

The COVID-19 pandemic fostered an optimal environment in which amateur art can flourish.

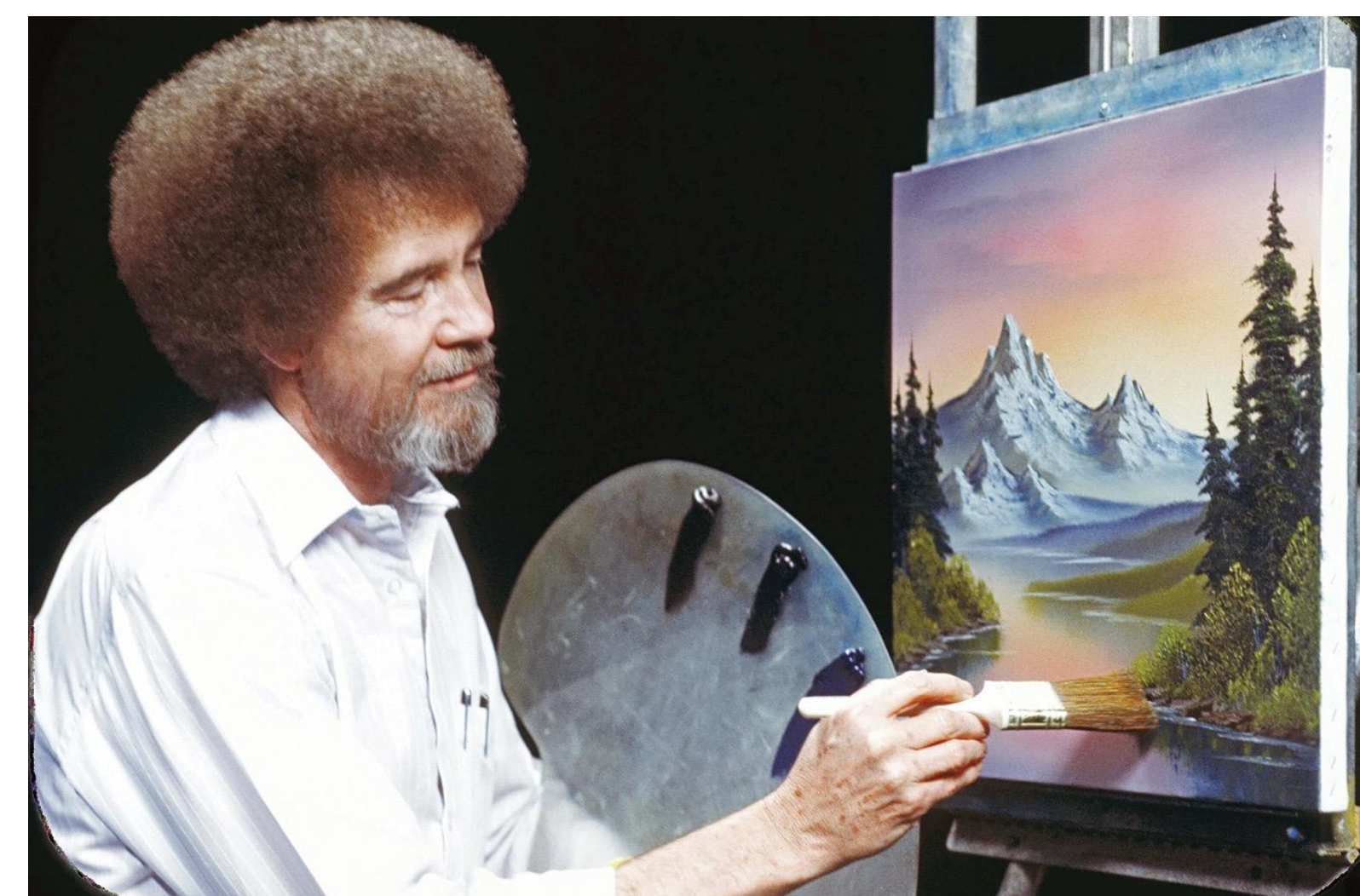
Conditions that Foster Amateurism

Leisure Time: people need time to invest in the new hobby
Desire and inspiration: people need motivation/reason to paint

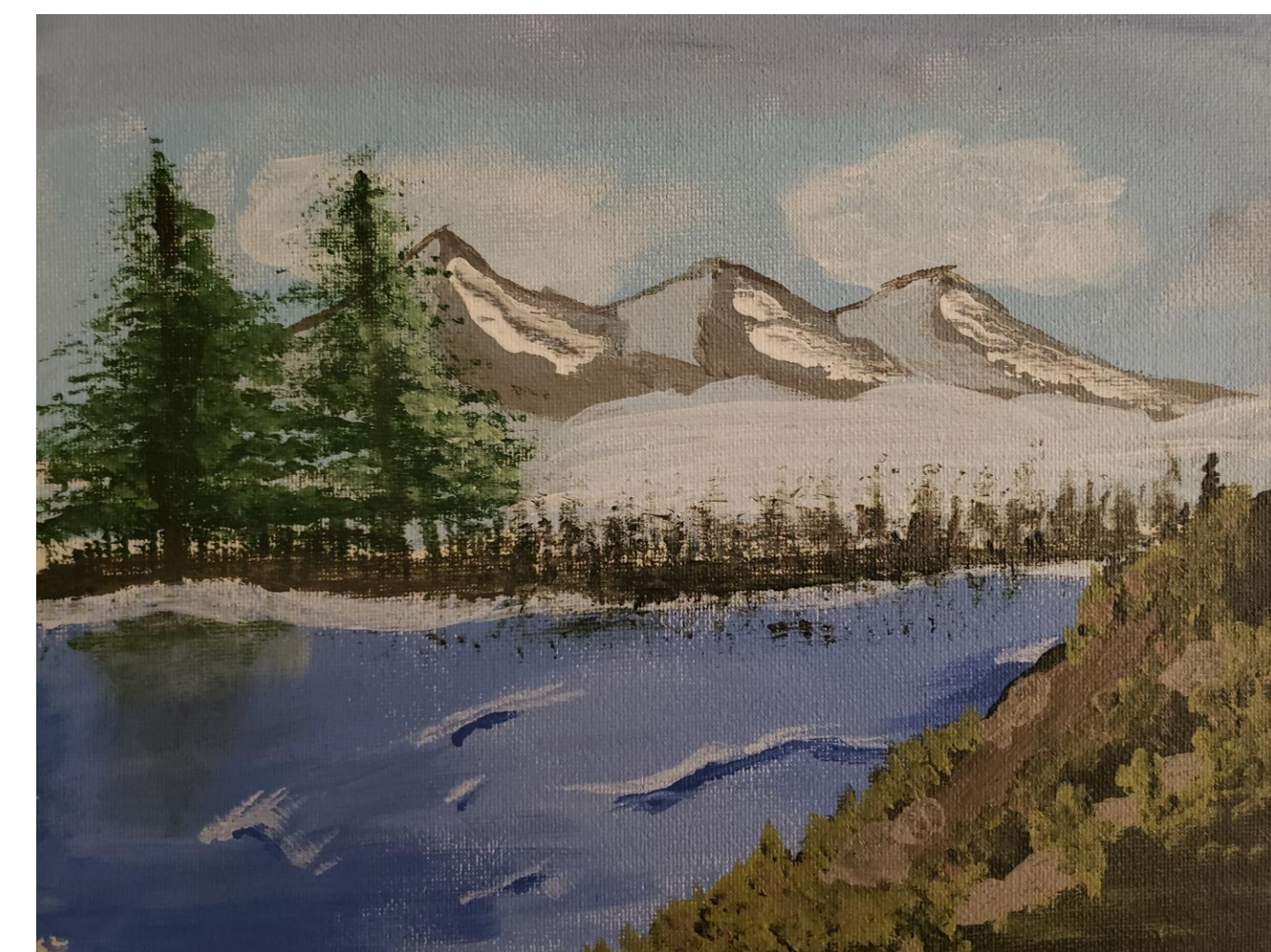
Access: people must have access to materials

Cultural Inspiration

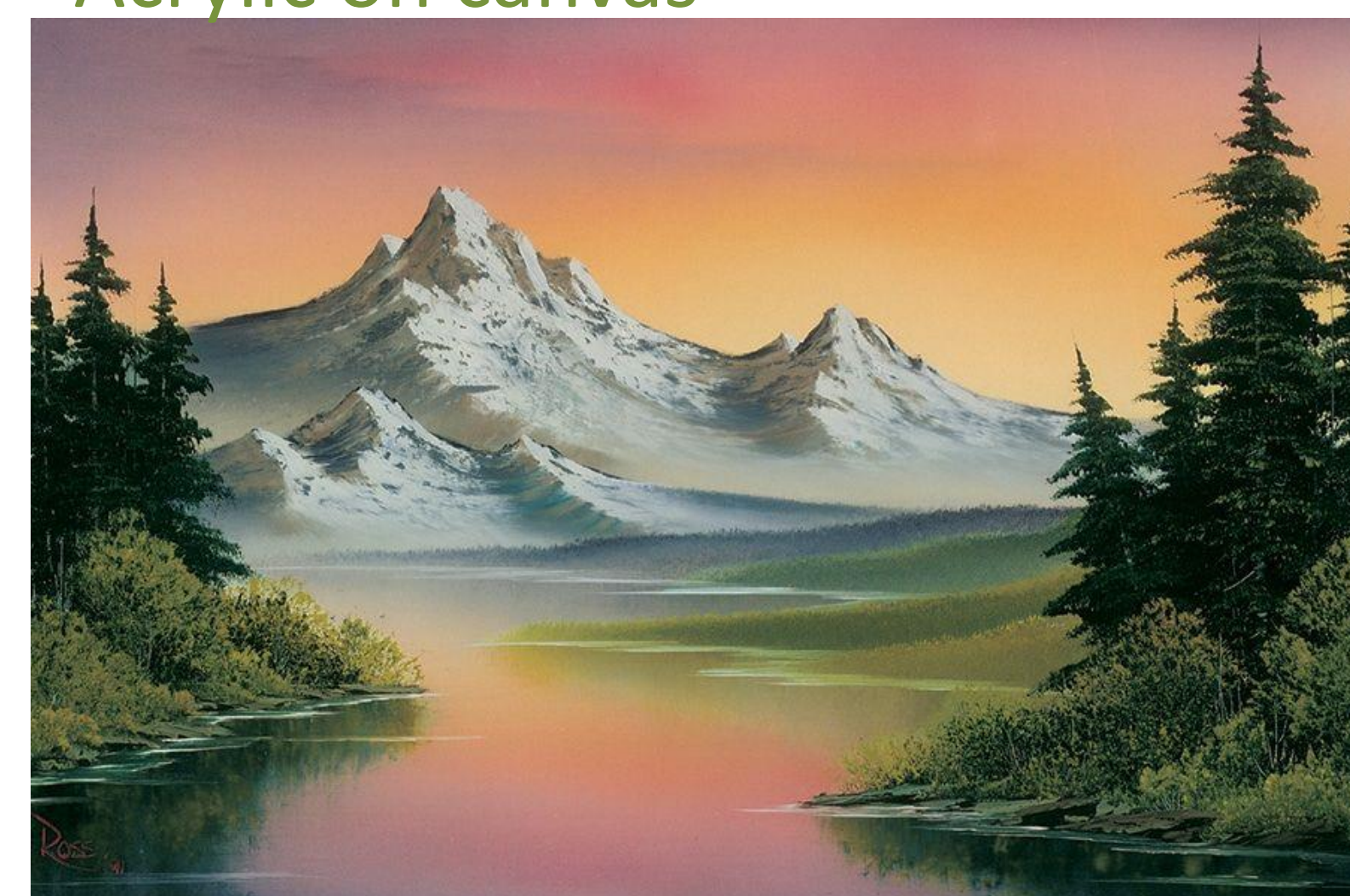
Social circles, life circumstances, or other artists inspire painting. Bob Ross is not only a landscape painter but a cultural icon, known for his show, "The Joy of Painting."



Bob Ross painting Gray Mountain



Landscape, Noelle Dutch, 2020, Acrylic on canvas



Gray Mountain, Bob Ross, 1992, Oil on canvas

"with the pandemic, we've gotten another surge with people staying at home and they remember how much they want to have Bob in their lives -- and they're painting, too!"

- Joan Kowalski, President, Bob Ross Inc.

Sources

America, Good Morning. "Bob Ross' 'The Joy of Painting' Gains New Popularity during Pandemic." *Good Morning America*, 9 July 2020, <https://www.goodmorningamerica.com/culture/story/bob-ross-joy-painting-gains-popularity-pandemic-71668386>.

Art Supply Stores. OD4387, IBIS World, Feb. 2021, p. 20.

Fernandez, Cecilia. *Art Supply Stores. Art of War: Industry Performance Has Been Mitigated by Increased Online Competition*. Business Report, OD4387, IBIS World, Sept. 202AD, p. 39.

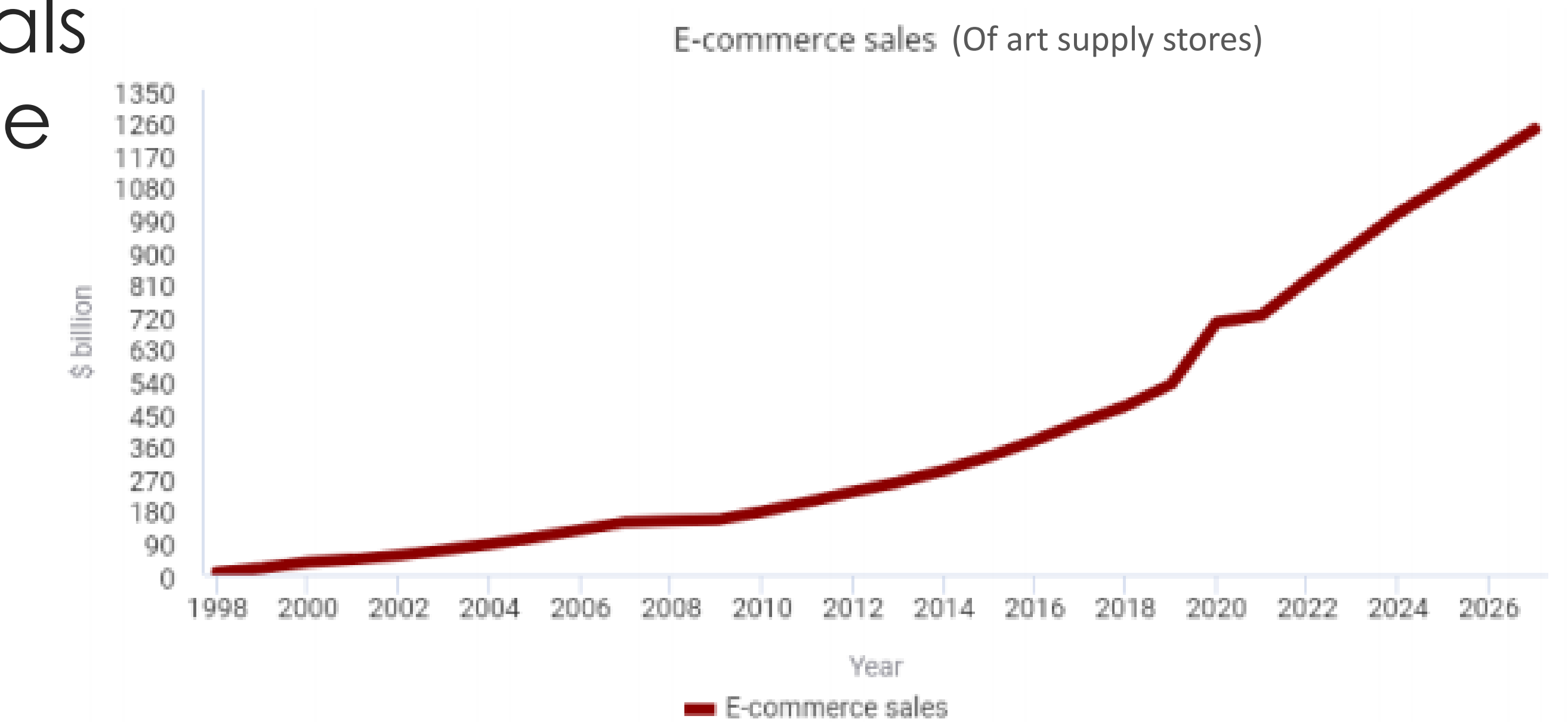
Vodanovic, Lucia. "The New Art of Being Amateur: Distance as Participation." *Journal of Visual Art Practice*, vol. 12, no. 2, Aug. 2013, pp. 169-79. EBSCOhost, doi:10.1386/jvap.12.2.169_1.

Methodology

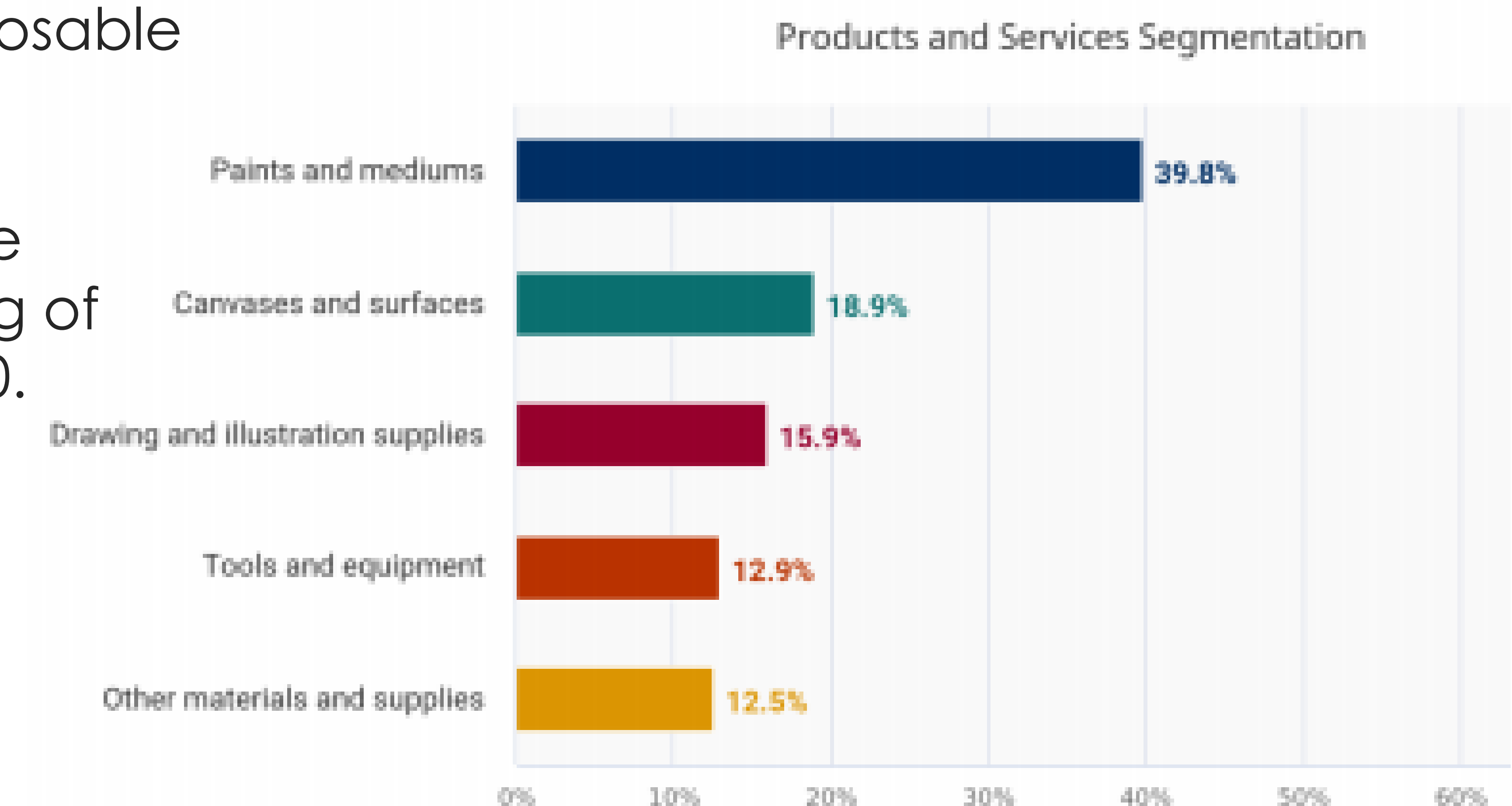
I researched historical periods of amateurism and the circumstances around these amateur art movements. I analyzed business reports as evidence of increased art supply sales.

Evidence

The most popular art materials are paints and canvases. The online sales of art supply stores increased greatly in 2020 due to increased demand and store closures. Following a stark increase in ecommerce sales, a stagnation is projected due to decreased consumer confidence, weakening disposable income, and an abundance of supplies from the rapid purchasing of materials in 2020.



Images from IBIS World Industry risk report



Conclusion

The requirements for amateurism, (leisure time, inspiration, and access), are all in abundance in the isolation resulting from the pandemic. At the start of isolation people were stuck at home searching for something to occupy their time and many still had the economic means that gave access to painting supplies, evident by the business reports from art supply stores and ecommerce sales.