

URL: <https://stv.stanford.edu/clips/recognizing-african-artists>

Karabo Morule, founder of Capital Art, reflects on how objects marketed as African art are often labeled "artist unknown," and how this negatively affects both artists and collectors.



Transcript

- You often see, 00:00:05,250 you'll see the kind of beautiful artworks that people will say are kind of, are maybe marketed as African art and it's like masks from like somewhere in Gabon and you'll just see the title says "Artist Unknown", you know, and this thing sells for \$2 million.. - Oh.. 00:00:23,460 - And it's sad because then that artist, 00:00:24,510 whoever created that, doesn't get the benefit of the fact that people now know the signal of the quality of their work and can attribute that same value to other artworks by the same artist and by the same creator and I think that's the sad part is yes, the artist unknown, kind of, you know, label.. It enables a lot of people to say kind of, it's a once off or not necessarily see the breadth of a creator's work and their portfolio and then similarly attribute these, you know, high price points that they achieve to other artworks that they have.. It just means that it's kind of like an outlier just for the benefit of whoever happened to have that artwork..