

Potential „Unseen“

Building **economic** value
for analog photographer lifeworks

Example „Erich Andres“

Erich Andres 1905 - 1992

Size of archive is about 40.000 negatives in 35mm roles, about 8.000 vintage prints, shot with a Leica

1927 Travel through Europe

1936 Olympic Games Berlin and Garmisch

1936-37 Reporter in Spain during Civil War

After 1945

Feature stories (industry, steel production, Volkswagen, travel through Europe in the 1950s, homestories, USA)

Typical criteria „Unseen“

- Not digital and therefore not in the market
- Stored for many years/decades
- Work is mostly forgotten
- Only a small number of images have been published in print products pre internet age.

A box with 35mm Negatives



Corresponding sheet with film roll numbers

<u>Line:</u>	2512	2513	<u>Total:</u>	499	500	501	502	503	
<u>Serial:</u>	504	507	508	509	510	511	512	523	524
525	498	532	533	2364	2365	534	535	536	
537	538	539	540	1663	1664	1665	<u>Line:</u> <u>Serial:</u>	1636	
1637	1638	1639	1640	1641	1642	1643	1644	1645	
1646	1647	1648	1649	1650	1651	1652	1653	1654	
1655	1656	1657	1658	1659	1660	1661	1662		

Miningprocess

- Selection of images with high impact for specialized museums
- Producing roughscans of all relevant negs
- Organize them in lightboxes
- Find prospective buyers and interested distributors
 - Museums
 - Press agencies
 - Auction houses

Financial/contractual Options

- Total buyout by a museum
- Perpetuity non-exclusive licence to a museum
- Licensing in distribution network
- Vintage-sale via auction house

Rising awairness level of Erich Andres work by

- Exhibitions in museums
- Photographer credit in analogue and digital magazines and newspapers
- Listing in art.net
- Distribution via pinterest and other social networks

Growing reputation leads to

- Options in the market of Highend auction houses for original vintage prints
- Options to produce limited editions of modern prints for platforms like 1stdibs.com

Factsheet Andres Archiv

- Acquisition in 1992 for 8.000,00 Deutsche Mark, about 4000 Euro.
- Museum sale to the Civil War Museum in Salamanca (only civil war images) for a lower 6 digits Euro Amount
- Museum sale to the Olympic Museum in Lausanne (Berlin Olympic Games) for a lower 6 digits Euro Amount
- Museum sale to the Volkswagen Museum for a higher 5 digits amount
- Museum sale to the Dali Museum for a lower 5 digits amount
- Museum sale to the Industry Museum Oberhausen for a lower 5 digits amount.
- Vintage sales via auction houses, average price 500 Euro per print
- Uncounted licences to interior designers
- Uncounted licenses to the press

Economic Result

- Income return: about 100 times the purchase price
- for about 10 percent of the lifework,
- Means: 90% are still in stock.