

>>> EMAIL FROM THE FUTURE

Galleries will be downloadable

My work will be seen by millions every day

Everyone will feel comfortable expressing opinions about art. It will be as if they were discussing the weather.

There will be art on every pavement

Advertising and art will become indistinguishable from each other

Artists will be designers

Creatives will work across all disciplines, individually or in collaboration

There will be a united vision

Art will be angry, hungry, urgent

We will all care

Art will be bought by everyone and everyone will own art

We will all share

Art is more a commodity than ever but experimentation is subsidised as a route to perfecting the end product

Lady Gaga will be crowned the First World Governess of Art and Design

The poor artist will no longer be seen as a romantic image

There will be no romance in art, only product and solution

Individual expression will be applauded in society

Artistic expression will not be limited to artists

Public ownership of art will lead to a broader understanding of, and ownership over, artistic process by the general public

I will be allowed to paint

Fame will be unimportant as everyone engages with the market through taxation

Government policy will recognise art as a source of cheap income and invest heavily in production and experimentation for individuals

Gallerists will be recognised as ambassadors of culture and be given political immunity abroad

The moral battle between commercial and non-profit will cease to exist as everyone falls into the same model

Museums will remain free

Disused buildings will always be offered as arts venues until a use is found for them

Everyone will be able to dance and sing in public

Children will all be allowed to create

Box-ticking will be heavily regulated

Art will lose potency due to its ubiquity

Complex art-speak will no longer be deemed necessary

Artists will not have to justify themselves

Curating will be recognised as an art form. But it will seem quaint and unnecessary

Acceptance of art as a product will revolutionise its perception by the public, making it more accessible

Artists will feature much more in advertising

Artists will stop shunning YouTube and Vimeo as platforms to show work. The Market will adapt and advertising revenues will be directed to popular artists

Art will continue to be recognised as a way for companies to gain cheap advertising and reach new clients

Museums will develop a worksite standard for archiving digital artworks. They will be displayable worldwide over the Internet