



DDR. CHRISTIAN SCHOPPER

www.christianschopper.com  
christian.schopper@christianschopper.com  
+43 (0)664 440 0154 Austria  
+44 (0)7768 854 655 UK

# Artists' Business Models

**21 September 2026, 17.00 CET**  
**Kyiv Aviation Institute**

**A keynote on creativity, entrepreneurship  
and the economics of artistic success**

Session is in **English**, via **Zoom** and **free** / Link for registration: <https://forms.gle/VHseTsTsgLfKTW4XA>

Behind every successful artist lies not only creativity, but in many cases also a business model. Artists continuously make strategic decisions about branding, pricing, intellectual property, distribution, financing, partnerships and risk—often without ever calling it "strategy."

This engaging keynote explores the economics behind (foremost: visual) artistic success and examines how creative individuals build sustainable careers in highly competitive markets. Why do some artists create lasting value? What role do scarcity, reputation and authenticity play? And what can entrepreneurs, executives and investors learn from the way artists innovate, position themselves and develop their personal brands?

Combining insights from the mechanics of the arts markets, but also finance, entrepreneurship, marketing and the creative industries, this session demonstrates that successful artists are not only creators—they are founders, strategists and business builders. More importantly, it reveals that many of the principles driving success in the arts apply equally to startups, established companies and anyone seeking to build a distinctive and enduring competitive advantage.

**Christian Schopper** is corporate finance adviser, investment banker and member of various visiting faculties with almost four decades of international experience advising banks, listed companies, entrepreneurs, governments and investors across Europe and beyond.