BACK TO REALITY?

Over the past year, London’s art galleries, museums, auction houses and fairs have had to become broadcasters, boutiques, educators and communities, offering digital versions of their physical selves. As we emerge from the pandemic and they open their doors once more, where will the balance between digital and real life lie?

WORDS EMMA O’KELLY
“The real gain, digitally speaking, has been that we have broadened our understanding of who our audiences are and what they want”

"The real gain, digitally speaking, has been that we have broadened our understanding of who our audiences are and what they want"