

# THE WALTON STREET JOURNAL.

WALTON  
FINE  
ARTS

Issue #2, May 2013

## Marc Boyan

Q&A with a true Global Media and Retail Guru, Chief Executive Officer at Miroma.



**Marc Boyan** began his career in hospitality & marketing with the Goldsmith family, creating and selling events such as World Wrestling Federation, Net Aid, Smash Hits & Route of Kings. Whilst working on a television event he came across a highly effective barter system that was generating momentum in the US and had just hit the shores of the UK. Realizing barter could be used in all areas of modern commerce he

approached an established US barter firm, now owned by Omnicom, setting up their Global Event/Marketing division.

In 2000 Marc setup City Tour TV a tourist information channel with Nigel Havers as the first presenter. The pilot was sold 8 months later and the concept can now be found in various airlines, black taxis and hotels in the UK. In 2002 Marc Boyan helped create the marketing procurement function of Consensus Business Group, working closely with property tycoon Vincent Tchenguiz. He managed over \$200m of procurement spend for companies such as Levis, Sky, Whyte & Mckay and Le Meridien Hotels. In 2003 Marc set up Miroma, a corporate barter company. A careful eye and flare enabled him to grow Miroma into one of the top corporate barter companies in Europe. He is now the majority shareholder in Miroma and the driving force behind its incredible growth.

Marc now splits his time between London, New York, Singapore and Sydney, focusing on expanding and diversifying [Miroma Ventures](#).

**Q: What was your first job?**

MB: Paperboy.

**Q: What was the first business you owned?**

MB: City Tour TV, a tourist information channel.

**Q: What drives you to strive harder in your business?**

MB: People telling me I can't do this.

**Q: What was the first artwork you owned?**

MB: An Allen Jones.

**Q: How did you go about buying it?**

MB: At Auction, I had seen his work before and knew it was something I wanted to have for myself.

**Q: What kind of art selection do you envisage having in ten years?**

MB: A combination. I would love some more abstract pieces; I'm a big fan of Allen Jones. I find him a less severe version of [Francis Bacon](#) and his subject matter is diverse. I would like to hold a few signature pieces by young developing artists like [Bambi](#). I think Street Art is an emerging culture and we will see a lot of artistic talent making its way into the media, as demonstrated by [Banksy](#)! I'm also a big fan of Maya Arulpragasam (M.I.A), it might not be my style but I find her work really interesting.

There is a lot of growth in art within India. They just had their first [Biennale](#) and the diversity of artists is amazing, a lot of conceptual art that contains social and political tensions that dominate contemporary society. Its today's history recorded and with more and more active involvement, that is something worth holding onto.

**Q: You are an extremely successful entrepreneur, do you see similarities between the businesses that you acquire and the way you buy art?**

MB: I've got to like what I do and like what I buy.

**Q: What advice would you give to our collectors when it comes to buying collectible art?**

MB: Buy something you understand. I wouldn't go and buy an Old Master painting simply because I don't relate to the context.

Marc's company's website: [WWW.MIROMA.COM](http://WWW.MIROMA.COM)