

KEY CRITERIA TO BUILD AN ART COLLECTION

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SETTING THE SCENE

**The art market is not only an asset class —
it is a market of identity, passion and scarcity.**

GLOBAL ART MARKET
\$60B value
40M transactions/year



In art emotional response is a valid signal —
but investor-grade collecting requires discipline.

CRITERION 01

Buy what you truly connect with

Investor discipline begins with personal conviction — because you may live with the work for long.

01



CRITERION 01

Connection to art creates your holding power.

Emotional resonance

Does it transcend you?

Intellectual curiosity

Does it make you think?

Long-term conviction

Will you live with it for long?

Market understanding

What is it worth — and why?

Network

Who opens the doors?

The strongest collections reflect the collector's personality — independent of any market value.

CRITERION 02

Develop a clear collection strategy and budget

02

Focus creates memorability, expertise and better access.

Pablo Picasso
Andy Warhol
David Hockney
Jean-Michel Basquiat
Yayoi Kusama
Keith Haring

Strategy turns your taste into a mandate.

Movement

Contemporary, modern,
impressionist, surrealist...

Medium

Sculpture, oil/canvas, prints,
photography...

Artist stage

Blue-chip, red-chip, emerging
Prices versus risk

Geography

Regional scene
Global approach

Artist profile

e.g. female, under-recognized,
nationality

Budget

Fixed allocation
% of wealth

COLLECTOR OPERATING PRINCIPLES

**Build slowly. Choose deliberately.
Budget transparently.**

Depth over breadth

10 outstanding works > 50
mediocre works

Take your time, stay informed

The best collections are built
slowly

Set a budget

Active collectors allocate 10-20%
of wealth to art

Start at entry price

Editions or photography can be
intelligent first steps

CRITERION 03

Don't buy art for financial ROI alone

Art can preserve value — but only if approached with strategic depth and realistic liquidity assumptions.

03



CRITERION 03

Financial reality: Art rewards patience, not trading mentality.

1%

of artworks only may
outperform financial
markets

5–15 yrs

typical holding period

2–3%

annual insurance
and storage cost

Recommendation: Treat art as cultural capital with investment discipline.

CRITERION 03

What art does provide you:

- **Cultural Capital** — identity signaling
- **Social Positioning** — access to exclusive art circles
- **Emotional & Aesthetic Value** — living with works you like
- **Legacy Creation** — for your heirs and future generations
- **Portfolio Diversification** — independent from financial markets

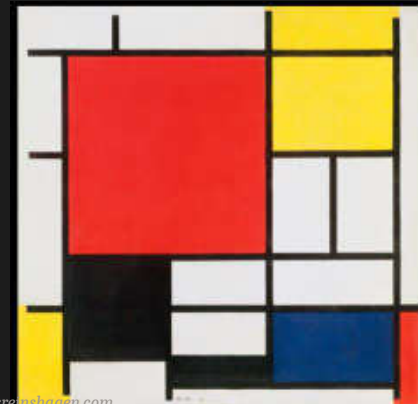
"The best collectors don't chase returns — returns follow great collections."

CRITERION 04

Focus on quality and understand the artist

A top work by a mid-level artist can be preferable to a mediocre work by a famous one.

04



CRITERION 04

Quality is non-negotiable and value.

Important period

A meaningful stage in the artist's career (institutional acceptance)

Strong provenance

Gallery representation or prior ownership

Typicality

Recognized quality within the artist's body of work

Scale matters

Larger works often carry higher perceived value

Exhibition history

Institutional acceptance is key

Catalogue raisonné + condition

Official listing and condition are value-critical

Recommendation: "Buy the best artwork you can afford"

CRITERION 05

Access & relationships matter most

05

In art, personal information beats capital.
The best works often sell before the public has seen them.



CRITERION 05

Your access-options and their particularity

Direct to Artist

- lower prices, personal connection (“patronage/sponsor”), higher risk

Advisor

- neutral guide, aligned diligence, general market access & filter

Off-Market deals

- good price-value, confidential, due diligence a must

CRITERION 05

Your access-options and their particularity

Auctionhouse

- due diligence (experts), vast choice, higher price (buyers' premiums)

Gallery

- fewer artists (ev. with potential), deep knowledge, earlier access

Museum / Fairs

- network of collectors and curators, source of inspiration

Online Platforms

- convenient, vast choice, due diligence is key

Buy early — but carefully

06

The largest returns come before institutional validation.



CRITERION 06

Lasting artists are characterized by...

- Originality and uniqueness
- Consistency across the entire body of work
- Serious gallery representation (their artists' base and collectors' base)
- Controlled amount of artworks
- Fresh-to-market artworks

When most people still thought Jeff Koons' Balloon Dogs were ridiculous, the art-collector François Pinault was already buying...

CASE STUDY

Flora Yukhnovich: British, born 1990



Style: distinctive style combining Rococo painting and abstraction.

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CASE STUDY

Fast institutional validation led to strong price increase.



Institutional validation:

- Galleries: Victoria Miro (2019), Hauser & Wirth (2023)
- Museum: The Frick Collection (2025)

CASE STUDY



⊕ Artist's Resale Right

Auction Closed

October 14, 08:49 PM CEST

Estimate

60,000 - 80,000 GBP

Lot Sold

2,253,500 GBP

Avoid pure speculation

If the thesis depends on instant resale, influencer hype or artificial scarcity, you are not collecting — you are trading noise.

07



CRITERION 07

Warning signs to be taken seriously

Auction flipping

Overnight price explosions

Influencer, social media hype

Artificial scarcity

Case in point: Damien Hirst bypassing galleries and over-producing in his “factory” led to a 50% price-correction in 2015 (even in a strong art market)

CRITERION 08

Documentation & provenance are essential

08

Provenance is the legal and cultural passport of an artwork — and a direct driver of resale value.



CRITERION 08

Every work requires a complete file, if applicable.

Invoice

**Provenance-
Authentication-
certificates**

Condition reports

**Art Loss Register
certificates**

Exhibition history

Literature

No file, no investor-grade acquisition.

Make good use of AI

AI has no taste — but it can radically improve research speed, pattern recognition and risk control.

09



CRITERION 09

Use AI as research analyst — not taste-maker

Rapid artist screening

e.g. gallery representation

Strategic collection-positioning

e.g. collection gaps

Market intelligence

e.g. comparable sales, prices

Risk reduction

e.g. provenance gaps

CRITERION 10

Define a clear exit strategy

Passion may drive acquisition — but succession requires structure.

10



CRITERION 10

Plan the exit before emotion makes it difficult.

When & where to sell?

Auction, private sale or gallery
— each has different timing, cost
and reach.

Museum donation / loan?

Preserve legacy, create public
access and potential tax
advantages.

Succession & heirs?

Define transfer logic and involve
heirs early.

Collection assessment

Treat the collection like a
portfolio; sell selectively pieces
to improve quality.

Recommendation: Include art in wealth management planning from day one.

OUTSTANDING EXAMPLE OF AN AAA COLLECTION

Nicola Erni: focus, depth and public legacy.

Collector profile

Swiss art patron based in Zug; contemporary works include Warhol, Basquiat, Schnabel...

Photography collection

One of the world's largest private collections:

- Focus on topics: fashion, celebrity, music
- Photographer: Avedon, Newton, Leibovitz, Lindbergh

Legacy

Public access to her private museum.



Richard Avedon



Helmut Newton

RECAP

10 criteria for a collection that can endure.

01 Connection to Art

02 Strategy, Budget

03 Acceptance limited ROI

04 Quality, Understand Artist

05 Access & Relationships

06 Buy early

07 Avoid speculation

08 Provenance, Documentation

09 Use of AI

10 Exit strategy

An art collection is a portfolio of meaning — curated with the same seriousness as private equity, real estate or legacy planning.



Snowman, 2016
Fischli/Weiss (CH)
Beyeler Foundation, Riehen, Basel

**Build what endures for a great
collection as your self-portrait.**

THANK YOU

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