Developed by experienced art collectors, LOT-ART is the leading search engine for fine art and luxury collectibles, offering direct links to selected auction houses, art galleries and private collectors worldwide, together with a synergic cluster of tools for optimal investment decision-making in art related assets.

Objective: Identify the best investment deals and profit from every geographical arbitrage and information asymmetry arising in the global art market.
LOT-ART enhances **Transparency** and **Efficiency** in the art market by providing collectors with an all-round view of the art & luxury sales worldwide, disclosing strategic information about each item (**Price - Place - Time**).

Investors will acquire art-related assets which are sound **financial investments**, leveraging on LOT-ART’s extensive price database, advanced search algorithm and **market expertise**.

“BUY THE ART YOU LIKE WHERE IT’S SOLD AT THE **BEST PRICE**!”
Fine Art offers financial and risk diversification benefits for capital conservation and return on investment strategies but only if accomplished with the proper tools and the right expertise.

LOT-ART can help you to:

➤ Exploit Geographical Arbitrage & Asymmetries of Information in the Globalized Art Market

➤ Identify the Best Investment Deals in the Primary and Secondary Market Worldwide
WHY INVESTING IN ART IS A WINNING STRATEGY OF PORTFOLIO DIVERSIFICATION

More rewarding than standard financial products
- Aesthetic Pleasure (beauty & harmony of the colors, shapes, composition)
- Prestige of Ownership (artwork as non-fungible and unique asset)
- Historical Value (age and provenience)

Art offers financial and risk diversification benefits (capital conservation)
- Less sensitive to macroeconomic factors affecting stocks, bonds, funds (inflation, interest rates)
- Less Volatile in Economic Value (when proper diversification strategies are followed)
- Capital protected from extreme economic events (currency depreciation, company bankruptcy)
- Art can hold long-term multigenerational wealth (tax incentives in some countries)
- Source of liquidity in hard currency (collateralization for secured lending, international resale)
LOT-ART selects the best art deals tailored to individual taste, budget, risk profile and financial objectives (capital conservation or short term speculative), assuring the artworks will carry a substantial price gap with the primary market to guarantee the highest degree of liquidity and opportunity of return on investment.

We can identify the best investment deals and take care of every detail of the process of acquisition from item selection to bidding and delivery.
ART INVESTMENT KEY SUCCESS FACTORS

- **Expertise:** Don’t buy what you don’t know (positive asymmetry of information buyer/seller)
- **Capital Conservation:** hold it as a long term investment (inflation & forex risk protection)
- **Short Term Speculative:** capital gain based on price gap primary / secondary market
- **Liquidity:** purchase price Vs. average sale price at auction (forced sale value)
- **Risk Management:** Diversify in old masters, modern art, contemporary art, luxury collectibles
- **Collective Value:** 1+1 > 2 related items together are worth more than single objects alone
- **Geo Arbitrage:** buy in country of low relevance & resell in the market of highest relevance
Art investors will profit on every Price Gap arising in the global art market, leveraging on Geographical Arbitrage & Information Asymmetries to acquire art-related assets which are also sound Investments in terms of Liquidity & opportunity of Financial Return.

**Art Investment - Liquidity - Price Gap - Big Data Analytics**
THE METHOD

**Capital Conservation:** hold the artwork as a long term investment (5 - 15 years) to benefit from its unique feature of holding wealth as hard currency deposit protected from extreme economic events.

**Short Term speculative investment:** profit from geographical arbitrage and the price gap between primary / secondary market (< 5 years).
DIVERSIFICATION STRATEGIES IN LINE WITH INVESTOR’S RISK PROFILE

A
OLD MASTERS & MODERN ART
✓ Lower price volatility
✓ High price gap primary/secondary MKT
✓ Capital conservation (long term)

B
CONTEMPORARY (EMERGING)
✓ Lower purchasing price
✓ Potentially higher returns
✓ Higher volatility / High risk

C
CONTEMPORARY (ESTABLISHED)
✓ More speculative A but less volatile B
✓ High price gap primary/secondary MKT
✓ Capital conservation & profitability

Pablo Picasso - Jacqueline
Magnolia Laurie - a series of marks, a history of procedures
Christo – Project for the Mastaba in Abu Dhabi
INVESTMENT ADVISORY & DIRECT DEALING

- Guiding Investors in becoming Collectors (Selection, Purchase, International Storage, Resale)
- Portfolio Diversification into Art-related Assets (Fine Art & Luxury Collectibles)
- Identifying the Best Deals in the Primary and Secondary Art Market Worldwide

**SELECTION CRITERIA**

- Quality: CR, popularity of the subject, size
- Provenience, Authenticity
- Attractiveness: Price gap Auction Vs. Gallery
- Price Trend of the Artist
- Geographical Arbitrage

**INVESTOR’S PREFERENCES**

- Budget
- Personal Taste
- Financial Objective (Speculation / Capital Conservation)
- Risk profile - Price volatility of art segment
- Special Requirements
LOT-ART CASE STUDIES
**ART INVESTMENT CASE 3**

Faberge’ Visionnaire I + Matching Cufflinks

Platinum and Titanium Flying Tourbillon watch
Limited Edition No. 02/15, Year 2015

Price at Auction, UK 2018 (H + P)
GBP 35,000

Price at Retail 2019
GBP 199,000

Price Gap / Net savings
GBP 154,000

Now For SALE on Lot-Art Gallery
ARAKI NOBUYOSHI – Yakuza

(from the series: TOKYO COMEDY)
Year 1998, Gelatin silver print 46 x 57.6 cm

Matted and framed. Signed in pencil on the verso. From the photographer studio, printed in Year 2000.

Price at Auction, DE 2019 (H + P)
EUR 20,000

Price at Retail 2019 (Art Gallery)
EUR 45,000

Price Gap / Net savings
EUR 25,000

Now For SALE on Lot-Art Gallery
Contact us to enquire further on your next art investment

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LOT-ART
THE ART INVESTMENT PLATFORM