

ART *mag*

by SYBARIS.



Payback **ART**



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Behind the idea of investing stands the belief that "something good will work out" in the future. Certainty might not be guaranteed, as it never is, yet there are significant signs that guides us to take such a decision.



*The rise of a new year is also an opportunity to decide how to manage and organize our time and goods. That is why we have decided to address our introductory issue of this 2019 to share with you those clues on **how art can be a nice investment and how to begin to do it.** Will give you the keys to collect and the fairs to go. The year will be full of new pieces, new artists, new trends & opportunities and we want you to be sure that when you see "THAT" artwork you can recognize in a glimpse that it belongs to you! We also want you to to enjoy investing your time being surrounded by beauty, disruption, originality.*

Art matters and for sure pays back, of that I have no doubt.

Regina

Editor's *note*

Trends & Developments in the **ART FINANCE INDUSTRY**

02

Art and finance are tied together closer now than ever before. An increasing number of collectors understand the value of art as more than an attractive asset; the investment value of art collection has become an activity worth investigating further as confidence in the *art market grows rapidly, along with sales.*

Of the aspects of art and finance which are growing consistently, these are some of the most widespread trends which are likely to develop and expand in the future:

Wealth Management includes Art

Wealth management is not new; investors are looking for advice and guidance to manage and increase their wealth through a variety of outlets. It's not just estate planning, either; as art becomes a more attractive investment in all stages of an investor's life, financial advisors are adding this to their menu of services. The [2017 Deloitte Art & Finance Report](#) indicated that 64% of wealth advisors offer services related to art and other collectibles. The process of building wealth is complicated, and specialized advisors offer investors the education to expand their portfolios to include art. Like the issues we saw with the fall of the American mortgage industry, *investors must use caution and take sage financial advice.*

Art Financing by Collectors is Likely to Increase

The 2018 annual TEFAF report revealed that the worldwide market for art financing was nearly \$20 billion in 2017, and the largest share was consumed by private collectors.

Wealthy collectors are progressively looking to use their art assets in financing as well as looking for private loans, both moves which are only accessible to the wealthiest collectors. Dealers are less likely to acquire financing due to the strict requirements necessary and lack of lenders willing to participate a relatively risky and opaque market. Additionally, the financial security found in the American banking system keeps a majority of art financing within the U.S.

Technology is Bound to Affect the Art Market, One Way or Another

Blockchain, the permanent chain of data, offers a method to increase authenticity and provenance, but has not been adopted quickly, much due to the lack of centralization, both in blockchain use and the art market in general. *The art world struggles with efficient data sharing and validity, and with so many individual players in the world of art, not everyone will adopt the technology in similar methods and levels.*

Blockchain could be a game-changer for art collection once it becomes manageable, while quantitative analysis provides firm data to support the market. *It is simply a matter of how quickly it can and will be adopted by market leaders before it trickles down to collectors.*



The Worldwide and Connected Culture of Art Supports New Financing Options

The Art market has truly exploded, and like other investments, it could be unsustainable. What does that mean for collectors and risk? Gallerists are hungry for success, both financially and in their reputation development, and buyers must take this into consideration when making purchases. However, an international market of buyers keeps the market active, and allows art to be shared everywhere in the world.



Galleries must rise to the occasion and be prepared to accept new collectors and financing options.

Online sales and auctions support art markets internationally, which helps to ensure that art sales continue to grow even when an individual nation's economy struggles through financial crisis. Lending is found across all borders, and competition between banks and other financial companies will help lending seekers more accessibility in financing options.

ART *Fairs* to attend in 2019





palm beach
MODERN + CONTEMPORARY

AN INTERNATIONAL FAIR PRESENTED BY art miami | HOSTED BY  WEST PALM BEACH

Palm Beach Modern + Contemporary, presented by Art Miami, will return for its third edition on Thursday, January 10th, 2019. As the newest addition to the prestigious Art Miami Group which just celebrated its 29th year, Palm Beach Modern + Contemporary brings a world-class art fair to Palm Beach.



The fair, which curates and offers the best investment quality works from the 20th and 21st centuries, will take place in the intimate and modern setting of a 65,000-square-foot clear span pavilion centrally located between City Place and the luxurious Hilton West Palm Beach.

Location
Palm Beach Modern + Contemporary Pavilion
825 S Dixie Hwy @ Okeechobee Blvd
West Palm Beach, FL 33401
<https://www.artpbfair.com/>

LONDON ART FAIR

07

London Art Fair provides a space to showcase the most exceptional modern and contemporary art of our time, to discover and to buy. The Fair is an established destination for both museum quality modern and contemporary work, nurturing collecting at all levels, from prints and editions, to major works by internationally renowned artists.



London Art Fair is an unmissable opening to the international art calendar, with the next edition taking place from 16-20 January 2019.

Location
Business Design Centre
52 Upper Street
London N1 0QH

<https://www.londonartfair.co.uk/>





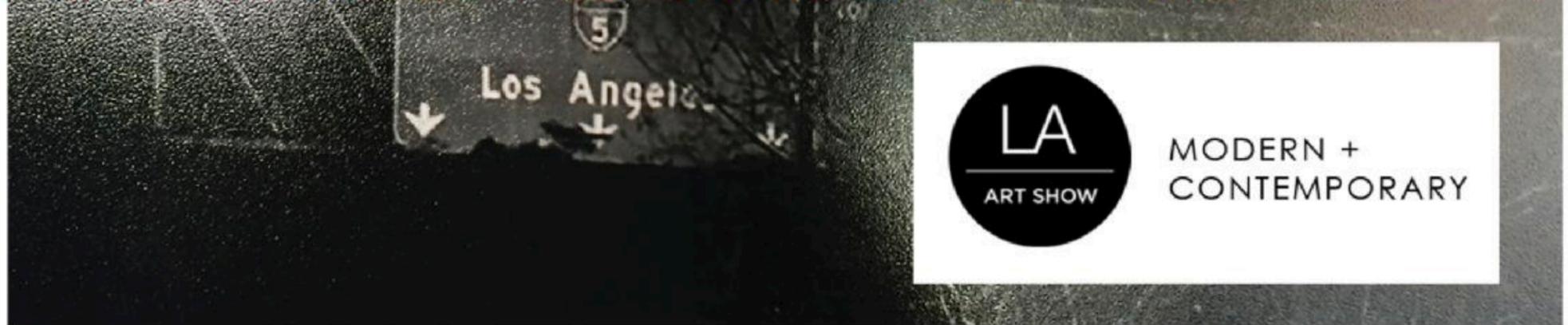
FOG has become a focal point for the design and arts communities on the West Coast and further afield. The fair is synonymous with a uniquely pioneering spirit due to its bold hybrid approach and intimate presentation of art and design, dynamic programming on-site and its community-led mission to champion art and design in its historic Fort Mason setting.

Building on FOG's longstanding commitment to cultural institutions, the fair's Preview Gala is honored to continue its crucial support of SFMOMA's exhibitions and education programs.



FOG represents a key moment in which the local and global community congregate to engage in critical dialogue, artistic exchanges and a shared passion for creative pursuits.

The fifth annual edition of the FOG Design+Art Fair will take place January 11 – 14, 2018 at the Fort Mason Center in San Francisco.
<https://fogfair.com/>



Los Angeles has emerged as a global epicenter of art & culture, with a distinct, interwoven multi-cultural influence unique to the city. Diversity is our strength and art is most impactful when it includes or transcends all borders. As LA rises as the world-class destination for art, the LA Art Show continues to lead the way with innovative programming and one-of-a-kind experiences for an expanding collecting audience.



To celebrate our diversity as a city and a fair, we're engaging and working with local and international museum curators and galleries to develop innovative programming, engaging dialogs and cutting-edge exhibitions with an ecumenical resonance. Celebrate the 2019 LA Art Show, the West Coast's most comprehensive art experience. Presented by The Palm Beach Show Group.

Location
Los Angeles Convention Center, South Hall
1201 South Figueroa Street
Los Angeles, CA 90015
<https://www.laartshow.com/>



ZONAMACO is the leading art fair in Latin America with events that take place twice a year during February and August, bringing together the largest selection of leading and emerging international galleries.

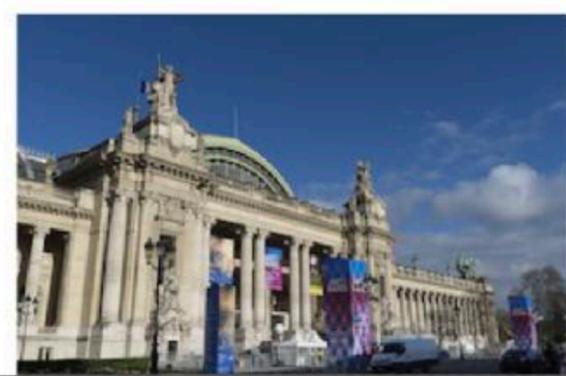
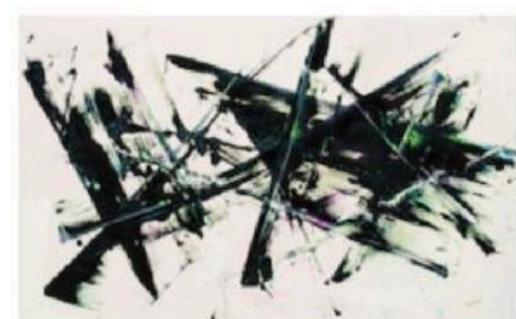
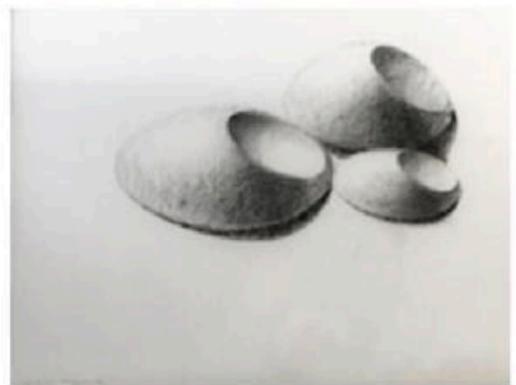


Founder Zélika García established ZONAMACO SALÓN in 2014 and ZONAMACO FOTO in 2015, with the goal of covering and strengthening the design, antique and photography sectors in Mexico.

The fair will take place on February 6th - 10th.
<https://zsonamaco.com/>



Art Paris is the place to be in Paris in spring. Favoring a thematic approach and open to all mediums, from 4th -7th April 2019 the 21st edition of the fair will bring together 145 modern and contemporary art galleries under the majestic glass roof of the Grand Palais. Apr 4th – 7th 2019.



Located at the Fashion Industry Gallery – adjacent to the Dallas Museum of Art in the downtown Arts District.



Location
Fashion Industry Gallery
1807 Ross Avenue
Dallas, TX 75201

<https://www.dallasartfair.com/>



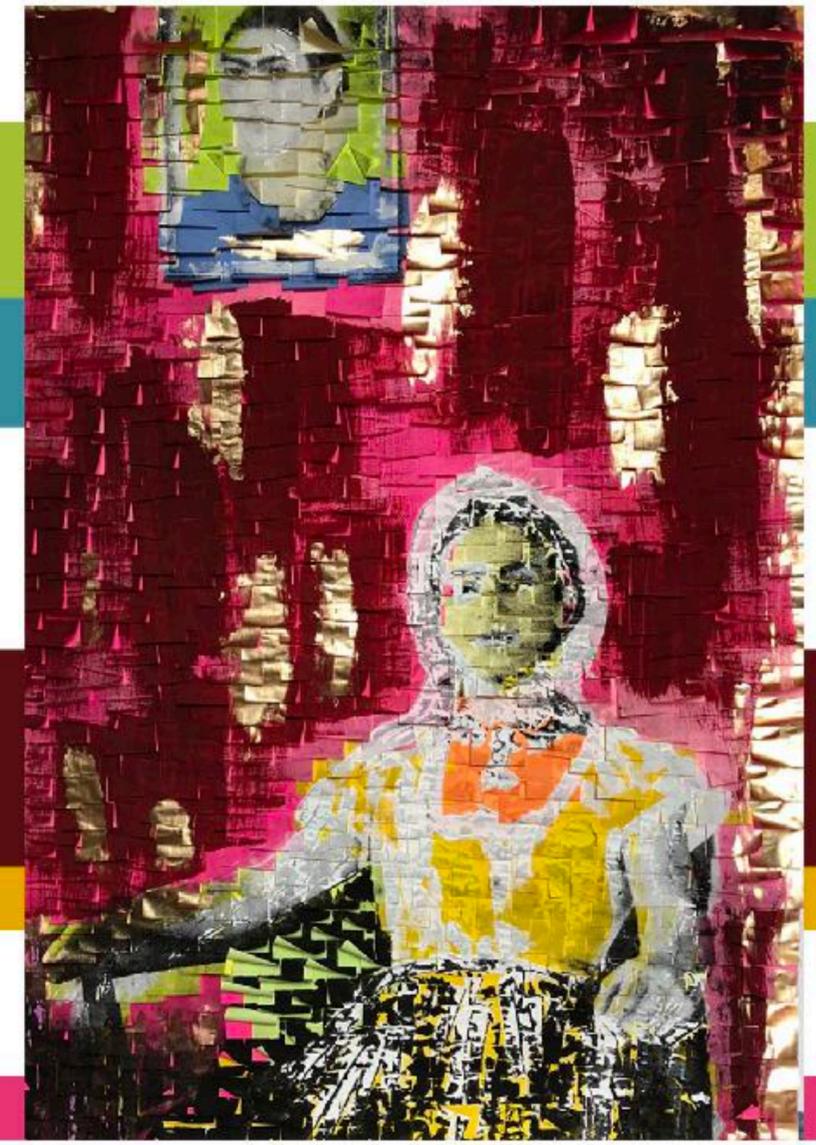
The Dallas Art Fair features top national and international galleries. In addition to a curated series of programming and events, the fair will highlight works in painting, sculpture, photography, video, and installation by leading modern and contemporary artists.



Featured **ARTIST**

Her playful work, ripe with sociopolitical commentary, challenges the viewer to reconsider familiar images, products and ideas.

Ardan **Özmenoğlu**



Herbert gözlərini
hadisə uyucağı

Her brightly colored, bold art forces the viewer to consider everyday objects and ideas in a different light. *The result is anything but predictable.*

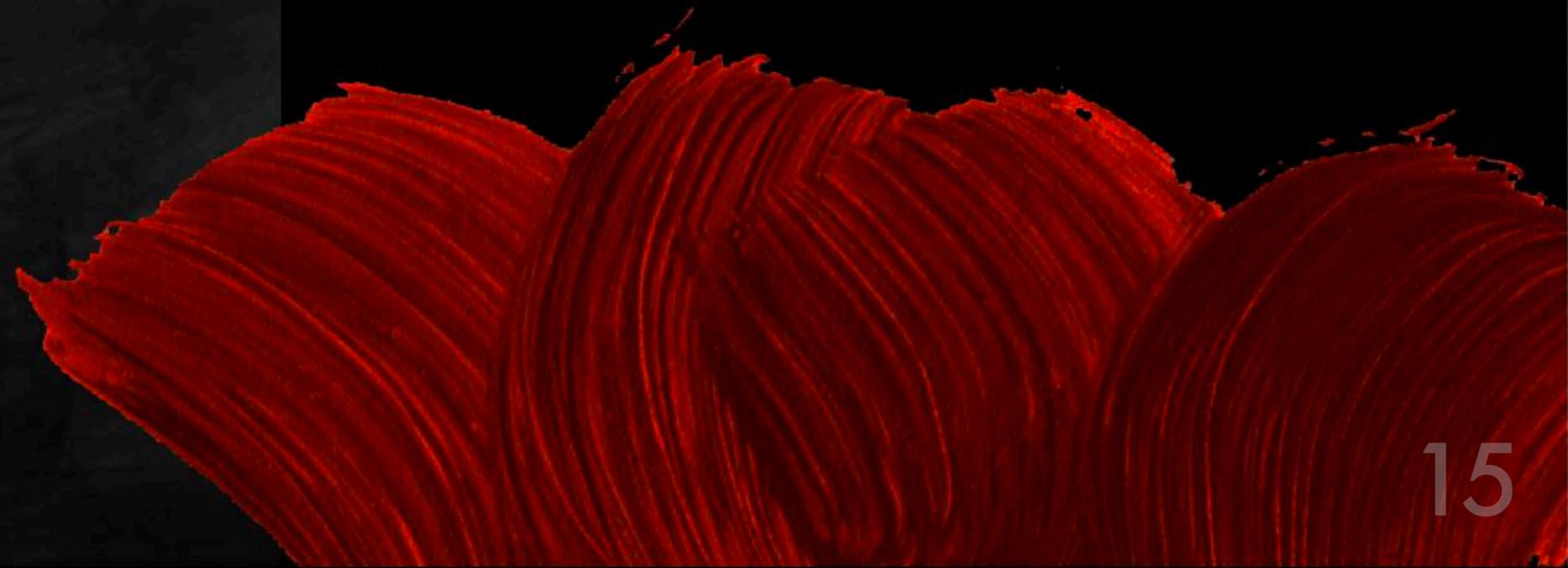
She cleverly uses ubiquitous items, *Post-It notes*, to create pieces of art that unite seemingly opposing ideas: the past and the present, art history and contemporary art trends, creativity and consumerism, repetition and individuality, the whole and the fragmented. She unites the centuries old practice of printing with modern colors, glitters, paper and images.





ART *advisory services*

Request guidance from our experienced curators to find the right artwork handpicked especially for you.





SYBARIS®
release your taste

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