

A Guide to Collecting and Investing in Art



PABLO PICASSO

(25th October 1881 - 8th April 1973)
"Femme Aux Bras Croises"

Signed upper left: PICASSO
Creation: Painted 1901 - 1902
Medium: Oil On Canvas
Dimensions : 81.3 X 58.4 cm (32 X 23 IN)
Price Upon Request

“The purpose of art is washing the dust of daily life off our souls.” The chief enemy of creativity is ‘good’ sense.”
It takes a long time to become young.” Pablo Picasso

CONTENTS

2 Welcome to Flat Space Art Advisory

3 Lichtenstein -Girl with Piano

4 -5 Art as an Investment

6 Sloper - Heaven Sent

7 Where to buy Art

8 What to consider when Buying Art

9 Gjoen

10 Operating in the market

11 Jean Michel - Basquait

12 Press and Media

13 Beckmann

14-15 Tips from the top

16-17 Art Market Terminology

18 Contact us

Welcome to Flat Space Art advisory

We are Flat Space Art , Primary and secondary Art market leaders. Our Artists, create Digital Art. Create, explore Digital Art & NFTs. We are incredibly proud to represent the world's most exciting contemporary Art talent and Designers. Our main aim is to bring Art into a more mainstream world. Flat Space Art is recognised to be at the forefront of the contemporary art world. Proud to Represent over 100 Artists from emerging, Acclaimed to Blue chip, all of whom are making waves in the art world in terms of press acclaim and support from collectors internationally.

The Flat Space Art mission is to make collectable art accessible to all art enthusiasts from the first time buyer to the avid art enthusiast. Flat Space Art regularly showcases represented artists at leading art and design events and vernissages. Holding masterclasses, art presentations and live art demonstrations curated by some of the most leading figures. Flat Space Art collaborates with a number of charities namely Maggie's, Great Ormond Street and the Flourish foundation.

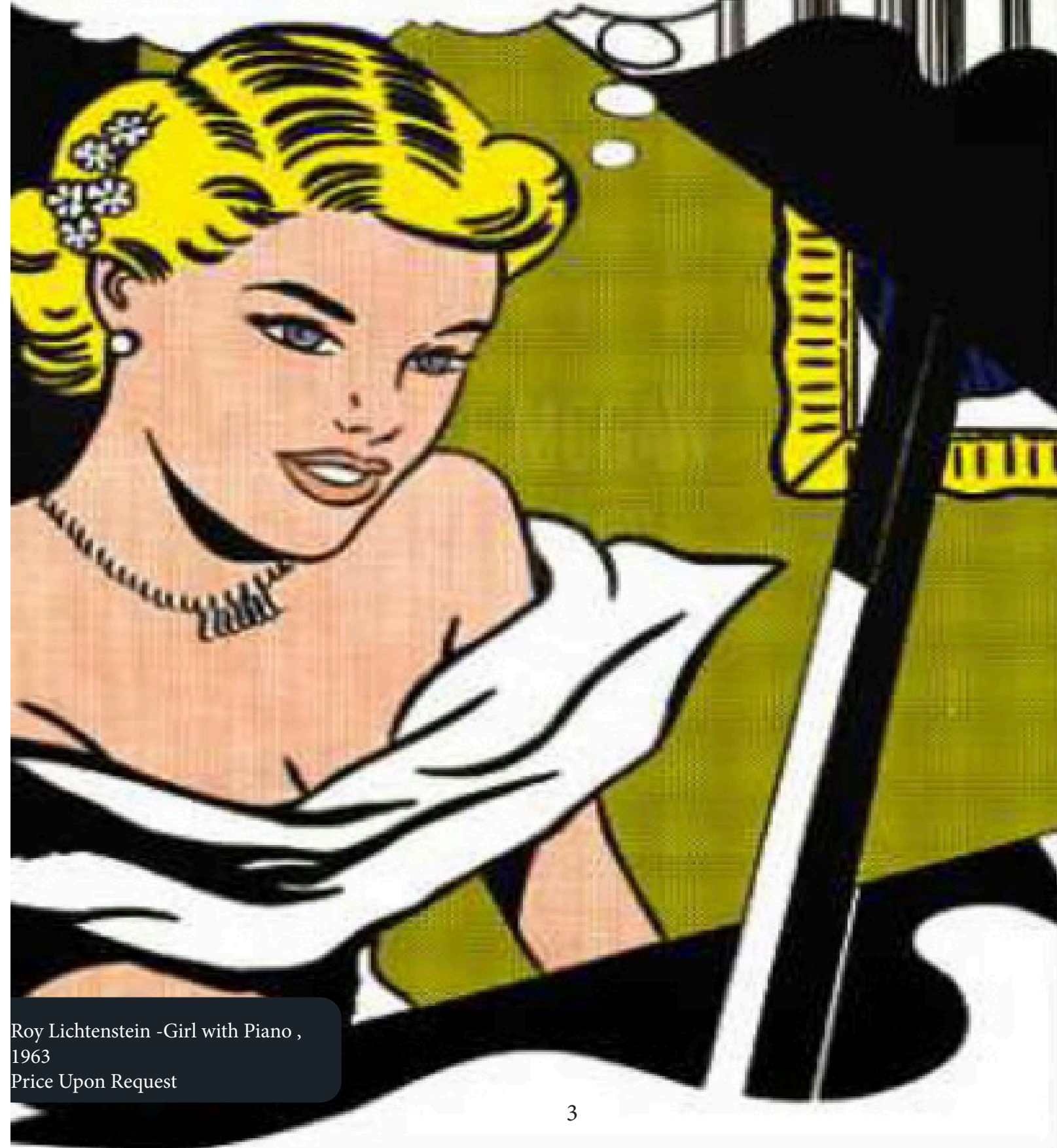


British Legends, National Portrait Gallery, London

I am very proud to be the Managing Director, Curator and Founder of one of the UKs leading online galleries - Flat Space Art. I am currently featured as one of the British Legends in the National Portrait Gallery for being a trail blazer for leveraging online platforms to drive awareness and sales for our ever burgeoning portfolio of artists.

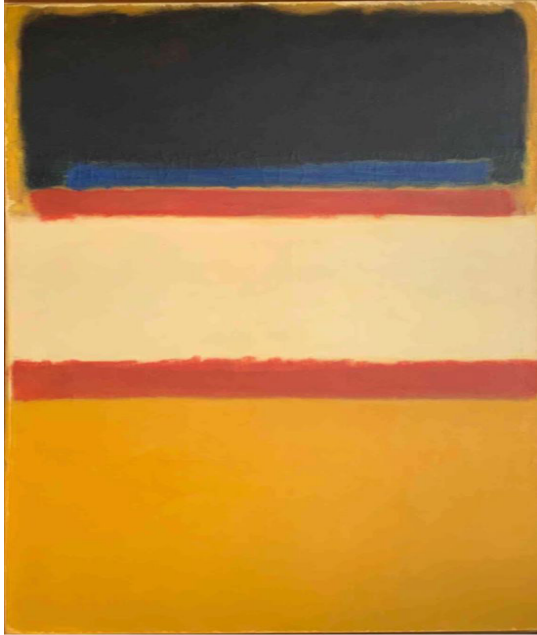
As one of the first to build a credible virtual art gallery, I define my brand as entrepreneurial, innovative, philanthropic and approachable which are values that infiltrate every element of my business. My expertise covers a wide diversity of works from Picasso to Banksy, and cutting-edge emerging artists, such as Dan Baldwin. Over the coming pages, we provide a guide to Art.

ALTHOUGH HE HOLDS HIS
BRUSH AND PALETTE IN HIS
HANDS, I KNOW HIS HEART
IS ALWAYS WITH ME!



Roy Lichtenstein - Girl with Piano ,
1963
Price Upon Request

Art as an Investment



Mark Rothko : Red, Yellow, Blue, Black and White
1950 , Painting
SIZE: H171.4 x W97.2 cm
Price Upon Request

Modern art or UK Equity Income?

What better time to look at art as an investment than today, just after the record busting sale of a Mark Rothko painting.

Artsy.net reported 64% of the art collectors cited potential return on investment as a significant factor when acquiring Art. An effective investment requires thorough planning and careful choice. Art might not be the first choice for an investment however, according to the AMR Art 100 Index, Art prices have increased overall at a compound annual growth rate of 8.0% over the past 25 years.

The global Art market is flourishing, according to The European Fine Art Foundation (TEFAF) Annual Market Report, the most comprehensive summary of the art market. In 2016 it reached total sales of \$63.8bn. The UK performed as the largest art market in Europe and the second largest in the world. Reaching the total of \$13.5bn closely followed by China, which has seen a 23% decline since 2014.



Dan Baldwin - Imaginary Paradise Artist Proof
£2,900

Although the UK market experienced a slight fall, analytics call the slowdown inevitable as the sales had recently reached a higher level during the last ten years. One of the related factors that has emerged recently, and which investors find disconcerting: Brexit. Several experts published in New York Times predict fewer high-end pieces will come to the market in the UK, stating that “No one is going to be selling much in the UK now because sterling is so low.” However, history proves art is a valuable asset, even during hard times. “When financial markets are in turmoil, the art market offers a safe harbor,” said Christophe Van de Weghe, a Madison Avenue dealer.



Gjoen - Id Rather be happy than Dignified £6,000

From the £20,000 mark, we can often supply investors with access to work by blue chip artists. At this higher price level, you can own a piece by an artist whose name is widely known— one who has already attracted significant attention in both the media and the market, and from serious collectors.

If you have a particular artist whose work you would like to buy, then we can often ascertain exactly which works are available, and at what price – through our extensive international network of art market contacts. We can source work from artists, studios, agents, collectors, and other galleries. If it's work by one specific artist that you want to acquire, then we can act as your buying agent for a small commission.



Harland Miller Hell...It's Only Forever £35,000

Telegraph Money recently advised investors, to buy art that everyone else is buying. Post-war and Contemporary art take the lead in the sales. Along with Traditional Chinese and Modern Art, they are regarded as the most desirable. Bloomberg reports , auction sales of these works have grown from \$260 million in 1995 to \$7.8 billion in 2014. Although until the UK renegotiates the trade arrangements with the European Union, the high end art market stands in uncertainty than smaller markets.

At Flat Space Art Advisory we can supply investors with access to investment grade art from as little as £10,000. At this affordable level, you can acquire something from an emerging or established artist who has already created an impression in the market, and whose work we believe has the potential to drastically increase in value in the future.

Conversely, if you have something you are keen to consign, we'll certainly consider displaying it online in our gallery, we will charge a small commission for work of this nature.

At Flat Space Art Advisory we provide an extremely comprehensive service, and we can take care of framing, hanging, delivery, storage, and much more besides – for further information on these ancillary services please see page 12.

Original, Heaven Sent , Neon



Sloper
130 cm x 130 cm.
Signed By Artist
£8,000

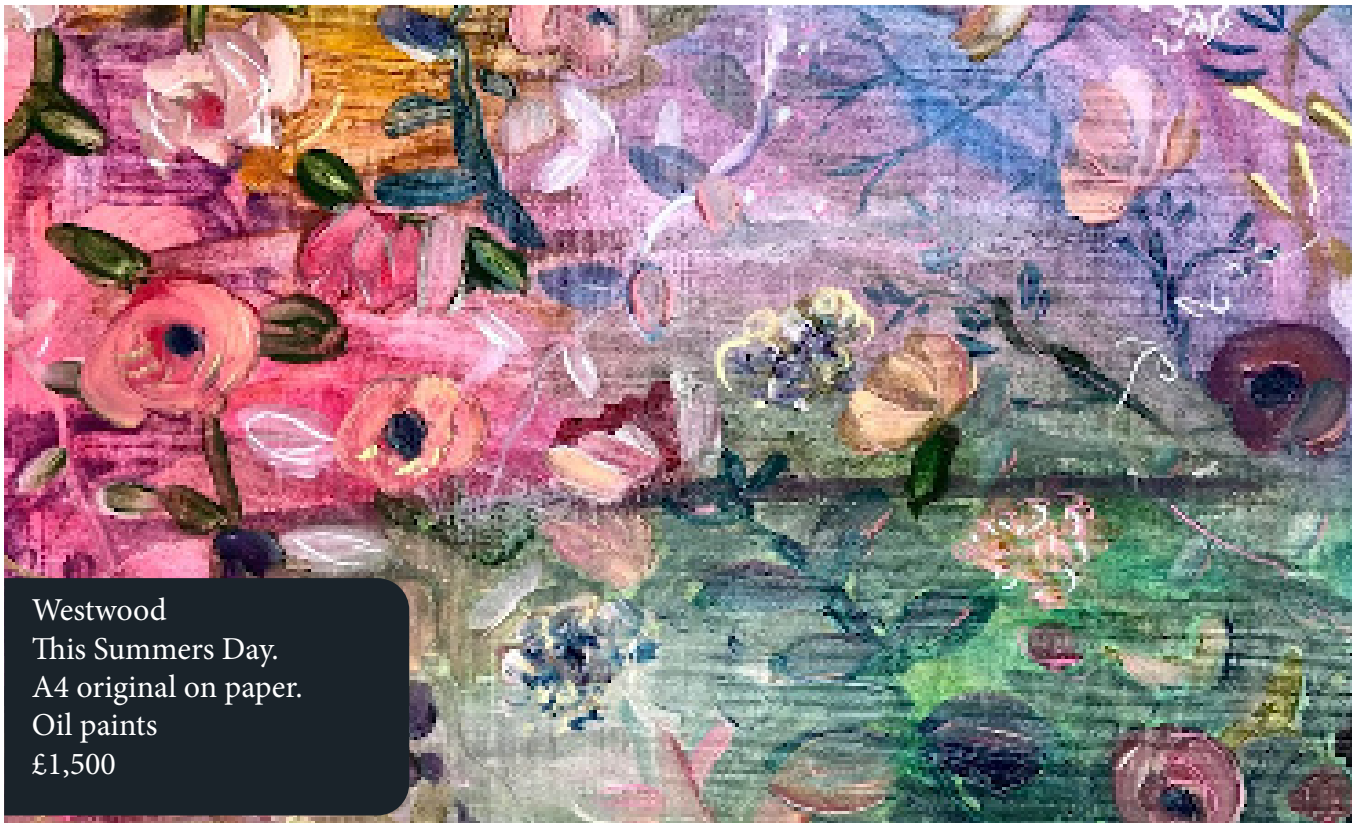
Where to Buy Art



Nicole Smith

*The Cirque DES ENFANTS series Zebra,
print with silkscreen overlay. Finished with
hand embellished 22 carat gold leafing
£550*

Aside from our Flat Space Art website, we also sell art through 1st Dibs. We are their favoured London dealer. 1st Dibs connect the world's best dealers, finest shops and most important galleries with individuals like you: the world's most sophisticated collectors, designers and curators.



Westwood
This Summers Day.
A4 original on paper.
Oil paints
£1,500

What to Consider When Buying Art

Alan Bamberger, in his speech originally given to an audience of art collectors at the Indianapolis Art Center, asks the question.

Imagine a situation when you want to buy a new car: depending on how expensive the purchase is, the more careful the inspecting process is. A car, for instance, has to be test-driven. When buying, art or a car, its best to act based on a thorough decision.

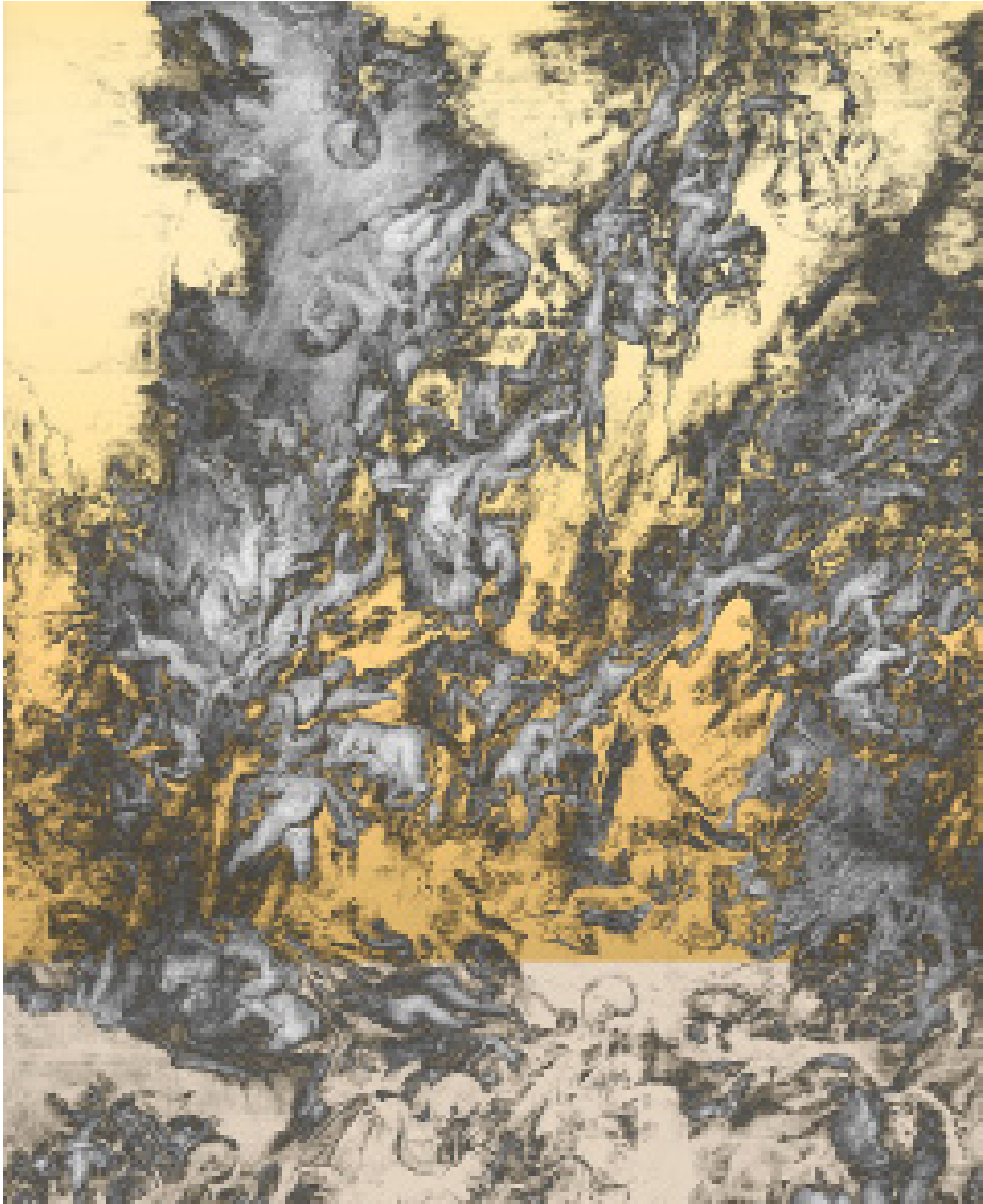
Begin by going through a selection of the artist's art, either firsthand, in print, or online – a great selection of our artists' works are available on our website. Ask a specialist to explain all the details such as labels, sides, edges, and signatures. It will give you an insight into what the art is about.

Find out if the piece is original or reproduced by mechanical means – a signed print, for instance. Assuming the art you're interested in is original, find out whether it's "major" or "minor;". The majors, more complex and labour-intensive works, tend to be more valuable.

Determine whether the art you like is "typical" or "atypical" – the former are the artworks collectors tend to buy, whilst the latter are created using different techniques or mediums, making them unusual, one-of-a-kind, but not well known.



*"Tracy Griffith" sister of Hollywood actress
Melanie Griffith -
"Pace" Acrylic, resin and neon
£3,800.00*



Gjoen's art is simultaneously at once uplifting and damning, a salvation for a godless generation. Updating old masterpieces and presenting them in a new way has always been Gjoen's prerogative, where he expertly manages the balance between old and contemporary.

Gjoen - 'The Judged and the Damned'

2020

105 cm X 81 cm

Original Piece by Artist

24CT Gold leaf , Acrylic Paint and silk screen on wood panel

£12,000

Operating in the Art Market

When a market is about imagery, you'd expect the quality of the image to be the key factor in driving prices. However, other factors play a major part – good art by itself doesn't guarantee market success.

Auction results

When price records tumble in the amphitheatre of an auction room the media love it. Usually there's a story combining wealth (of the buyer) and fame (of the artist) which journalists love. That's if you're buying big name artists with a track record on the secondary markets. However, many emerging and mid-career artists won't have an auction track record. Often primary sales of their work are in original ownership so while any auction results will give a measure of an artist's standing, it's always worth looking for evidence of price movement in other art market indicators.

Gallery Representation

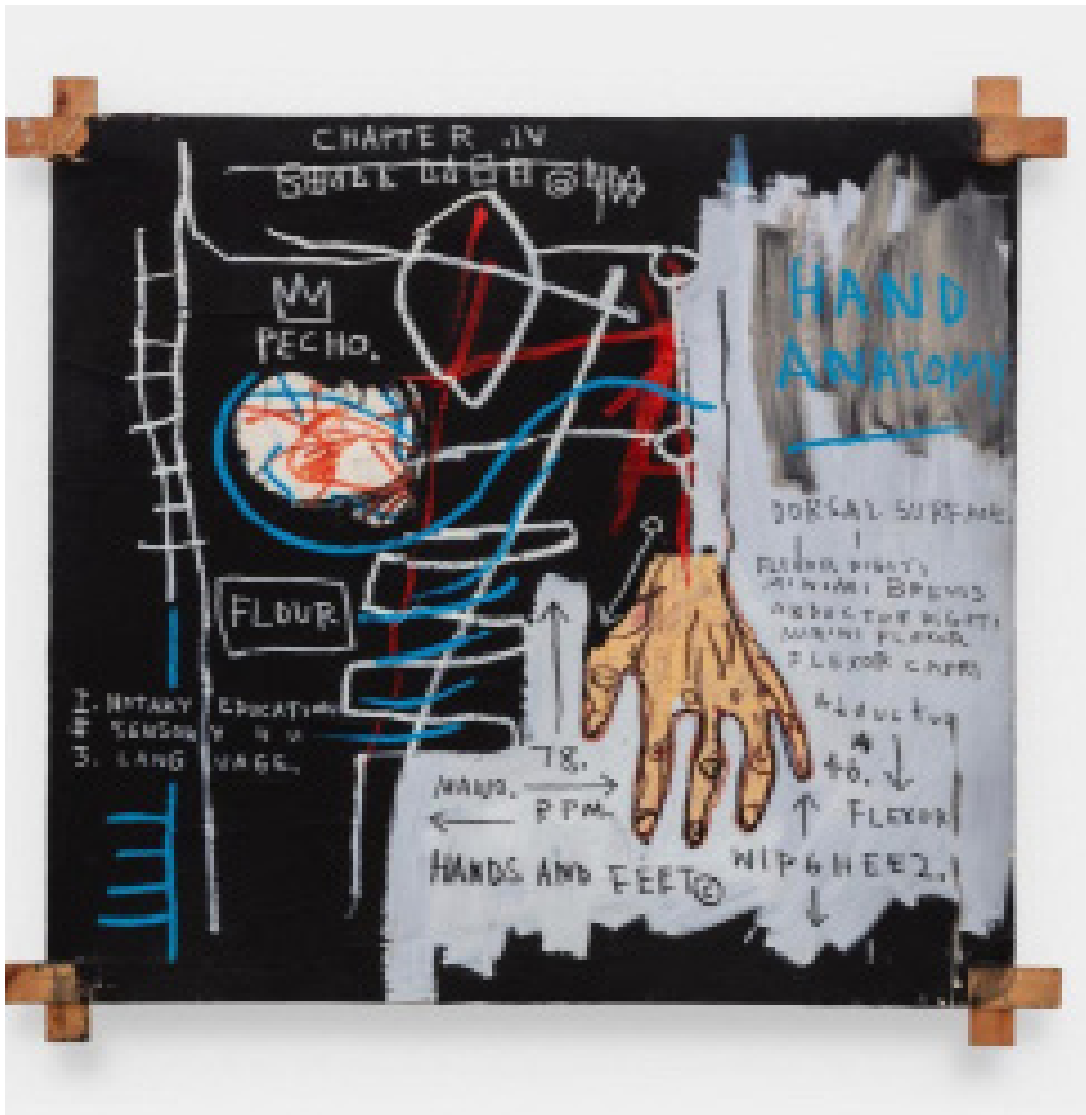
Galleries play an important role. When an artist has a long-term relationship with a leading gallery it's a sure sign that the artist has considerable merit. If the gallery is prepared to give a solo exhibition to an artist, that's a real mark of confidence. The internet is your friend – most galleries will devote web space to their top sellers, giving you biographic and art history detail.

Art Fairs and Biennales

The art fair is a growth industry in its own right. A fair gives buyers a single venue where they can see a wide range of work in a multitude of genres. For the artist it provides exposure to a much bigger audience, often an audience that would otherwise be unfamiliar with their work. Most of the higher profile galleries and auction houses will have booths at art fairs and play their part by inviting their established customers to attend. Biennales are non-selling contemporary art exhibitions usually arranged in national pavilions. They feature artists that can be expected to attract a large, affluent following. Although you can't buy at a Biennale, they can put you on the track of an artist and let you research buying opportunities for their work.

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Jean - Michel - Basquiat



Untitled (Hand Anatomy) - 1960 - 1988

Acrylic, oilstick and collage on canvas, mounted on wooden supports 60 by 60 in. 152.4 by 152.4 cm. Executed in 1982.

This work is accompanied by a certificate of authenticity issued by the Authentication Committee of the Estate of Jean- Michel Basquiat.

Price Upon Request



12 page article - Introspective Samir Hussein, Royal Photographer

Coverage of artists in specialist art magazines, newspaper columns, radio and television programmes, and also respected online blogs and publications do a lot to raise the profile and the price of an artist. Media attention has lifted the profile of artists like Grayson Perry and Tracey Emin to the benefit of the early buyers of their work.

Books and Journals

When an artist has gained a level of recognition among peers and the public, they will often feature in art reference books or have magazine editions dedicated to their work. These are key milestones and often function as a springboard for their prices. SalesAuction results give obvious clues as to sales and values of an artist's work, but these are secondary market indicators. Even on the primary market it's possible to determine whether there is price-boosting demand.

Lack of availability of work

Solo or joint shows where red dots (the industry equivalent of an estate agent's sold sign) predominate, a waiting list for commissions, and representation in respected galleries are all great signs.

Art Prizes

It seems that corporations with money to spare in their marketing budgets like the kudos of being associated with art; hence the proliferation of art competitions. When an artist wins – or is short-listed – for a prize it shines a spotlight on them and their work and can boost their prices both in primary and secondary markets. A prize won stays on the artist's CV for a long period, and has a lasting affect on their investment potential.

Being Selected

Public galleries and museums are keen to acquire and show work that they consider of significance. The same is true of major private collectors. If an artist's work is sought out by a curator from an important collection then that's a good guarantee that an artist's work has great investment potential.



Max Beckmann
(1884- 1950)
Bar in Paris, Signed and dated
Oil on Canvas
31 3/4 x 23 1/2 in.
Price Upon Request

Tips From the Top

Like many other purchases, buying art can involve additional costs. We wouldn't want these to take you by surprise and we do what we can to minimise them. Often we're able to consolidate and coordinate these extras and buy them for you at our corporate rates. The services we can provide include:

Insurance

Works of art above a certain limit have to be declared individually on household or commercial insurance. Your regular insurer will cover them, but their fees may be excessive compared to a specialist art insurer. We'll advise, and seek quotes.

Framing

The right frame protects a work whilst enhancing its visual impact. If you're buying unframed or want to change a frame, we'll work with you to choose an appropriate one and put the framing in hand.

Valuations

Essential for insurance and sometimes for estate and tax administration we can provide certified art valuations from expert valuers.

Shipping and transport

Most works are, to a greater or lesser degree, fragile. A common cause of damage is transport. Those who swathe a work in bubblewrap and move it in the car boot can find themselves faced with substantial repair costs. For any work, the answer is to get a proper transit case made. For higher value works it's sensible to have it moved by specialist, experienced (and insured) art shippers. We always work with the same Art Carriers as they are consistently excellent.



Westwood
A bird in the hand.
A2 original on paper.
Acrylic and collage
£1,500

Hanging

Where and how you hang art brings out the aesthetic value and helps protect the investment value of your work. We are happy to advise clients on professional art hangers and hanging systems.

Cleaning and Repair

Like it or not, art does collect atmospheric dirt and grime and can sometimes get damaged. The answer is professional conservation. We know specialists in all types of cleaning and repair on all surfaces and with all sorts of materials.

Every trade and profession has its own jargon, and art is no exception. If you don't know impasto from intaglio, read on.

Acrylic:

A rival to oil paint, coloured pigment is held in a clear plastic solution. It provides bright, long-lasting colour.

Board:

A more modern substrate, board is heavy card with a smooth or embossed surface. A description of a work might, for example, say 'acrylic on board'.

Canvas:

The classic substrate for painting, canvas is a heavy fabric stretched over a wooden frame – a stretcher.

Catalogue Raisonné:

A comprehensive, annotated listing of all the known works by an artist either in a particular medium or all media. The works are described in a way that lets them be reliably identified by a third party.

Collagraph:

A hand printing technique using many separate printing plates to provide limited editions with the visual appeal of an original painting.

Condition:

You'd expect a primary market purchase to be in perfect or 'mint' condition. An artwork that has

led a hard life might well be 'poor', 'damaged', 'dirty', 'crazed', 'creased', 'deteriorated', 'aged', etc.

Conservation:

A skilled technique to repair damage and deterioration.

Diptych:

A painting consisting of two panels, each complete in itself, but complementary when displayed next to its partner.

Etching:

A printing process resulting, usually, a work with a limited colour range.

Gesso:

A white paint consisting of a binder and a pigment such as chalk or gypsum. Gesso is used to prepare a surface which will later be painted over with the finished work.

Gouache:

A thick, heavily pigmented water-based paint.

Impasto:

The application of paint so thickly that it stands out in relief from the substrate.



Sloper
Original I Bet I look
good on the dance floor.
£10,000

Intaglio. A portfolio word covering printing techniques like drypoint, etching, engraving, where ink is pressed into marks on the printing plate, the ink then transferring to paper as the plate and paper pass through a press.

Limited Edition. A print made in a limited quantity, each identified with an edition number so that, say, 14/25 would be the 14th print of an edition of 25. After the edition has been completed the printing plates are destroyed.

Medium. A word describing the way an image is put onto a surface, such as oil, acrylic, pastel, watercolour, collage, etc.

Oil. A paint type where pigments are mixed in an oil, often linseed. Oil paint dries slowly and some art techniques exploit this to build up mixed and layered colours within the work.

Proof. When prints are made, the first off are 'proofs' which let the artist or printmaker examine them in detail to see whether any amendments are needed.

Provenance. A very important concept in the secondary market, 'provenance' is the record or records that let the work be traced back to its primary market introduction. Without adequate provenance it is difficult for a work to be accepted as definitely by a particular artist.

Resale Rights. When a work is sold on the secondary market for €1000 or more, the original artist may be entitled to a royalty on the sale. The royalty is calculated on a sliding scale that peaks at 4%.

Triptych. A work consisting of three panels. Often they are hinged, with the two outer panels forming 'doors' over the central panel, thus providing some protection when not on view. The outside of a triptych may also be decorated, but usually not as elaborately as the inside.

Watercolour. A solid or paste-like paint that is thinned with water before being painted, usually onto paper or board.

Contact Us

For further enquiries , please feel free to contact
me on Luizagibb@flatspaceart.com



*Luiza Gibb , Managing director , Curator and Founder
Of Flat Space Art.*