



# THE ART OF INVESTING IN ARTWORK

# WHY IN ARTWORK ?

*For the FUN  
of  
OWNERSHIP*

*For the love  
of the  
ART SKILLS*

*To ADMIRE  
in my  
living room or  
on my yacht*

*As a long-term  
and sure  
INVESTMENT*

# WHAT MAKES A PAINTING SO INTERESTING?

*The name of  
the artist  
(and the period in  
his life)*

*Wallpower  
(displayed in  
museums &  
artbooks)*

*Rarity  
of the work*

*State of  
of the  
painting*

*Recent  
pricings  
(auction  
houses)*

# BUT ATTENTION TO...

*Importance of  
all  
documentation  
& certificats*

*Eventual  
Renovation  
expenses*

*Pricing  
history*

*Conservation  
costs  
(or storage  
costs)*

*Tax  
treatment(s)*

# HOW INVESTING IN UPCOMING TALENT

*Windowshop at  
many  
exhibitions &  
galleries*

*Avoid all NFT  
buzz...  
(art stays art)*

*Buy art books  
to detect*

*Ask advise  
from  
contemporary  
art advisors*

*Avoid the buzz  
(art can be  
temporary or  
eternal)*

# HOW ACCESSING ARTWORK?

*Most artwork  
is traded  
between  
families &  
UHNWI...*

*Auction houses  
are now  
mainly online*

*...only way to  
access is by  
middlemen &  
art galleries*

*But in case of  
auctions, you  
can't rely on  
your own  
art expert*

# MANY EXCHANGES ARE OFF-MARKET?

*A person looking for a painting*

*Private networks like TWO TWENTY DOTS*

*The person wanting to sell his painting*



**220DOTS ART ROAD  
STORIES**



# 220DOTS ROAD STORIES

*Insane  
price  
request*

## ROAD STORY 1

Painting from famous renaissance artist offered at \$56M. After quick investigation, we discovered the painting was bought 6 months earlier at \$35M. No classic painting gets a +60% in 6 months time. We advised our family office NOT to look at it.

*Old  
certificate of  
authenticity*

## ROAD STORY 2

Every worthy painting has to come with an official set of documents – including a certificate of authenticity. But what to do if that was done 20 years ago and the expert it isn't any longer in the company. Redoing all « certification work » took several months in the deal process.

*Too many  
people on  
the deal*

## ROAD STORY 3

Many paintings are sold off-market through « intermediates » that link families/UHNWI together. This can be very fluid but if there is a doubt, this requires the calling in of experts at buyer and seller side... making regularly the sales a very complex and time-consuming process.

# 220DOTS ROAD STORIES

*Average  
condition*

## ROAD STORY 3

The appraisal report indicated an “average” 25M\$ painting. To validate the sale price, we asked 2 restoration quotes. One estimated it at 5,7M\$, the other at 10,2M\$. Taking in mind that actual value = asking price plus restoration costs... the deal wasn't worth it anymore ;-(

*Nice to have  
on my wall  
(or not ?)*

## ROAD STORY 4

Changing his mind. A UHNWI bought a fragile painting as investment to stay in a secured warehouse. But when he decided that it would be better to display it in his house... the owner almost destroyed it (requesting important restoration costs afterwards).

*Too many  
people on  
the deal*

## ROAD STORY 5

NFT experts consider they reinvented the wheel and are at the center of all art trading. When we at 220dots explain someone can “burn” an NFT so destroy the “ownership” while the original masterpiece still exist. Suddenly our art-NFT-experts becomes a non-expert.

# CONTACT US FOR ADVISE...

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