

TANYA BAXTER CONTEMPORARY

Top Tips for Building Your Art Collection



LEFT Anish Kapoor - untitled 2011, fibreglass and lacquer, 156 x 140 x 55 cm
MIDDLE Zeng Chuanxing - Blue Paper Bride, oil on canvas, 130 x 150 cm
RIGHT Zhao Kailin - Splendid Apparel, oil on canvas, 64 x 46 in

Tanya Baxter Contemporary is pleased to announce another year as a participating gallery at Lapada Arts & Antiques Fair, in which we will be exhibiting a strong, international, and figurative selection of art featuring both blue - chip as well as mid - career and emerging artists. Tanya Baxter Contemporary has been a member of LAPADA for fifteen years, and each year prides itself on a carefully selected collection for this prestigious London art fair brings together a prestigious group of international galleries and top antiques merchants.

Tanya Baxter Contemporary first opened its doors in Hong Kong in 1995, where we continue to run our art consultancy office, before founding our current London gallery on the Kings Road, Chelsea, in 1998. For over fifteen years we have established a global reputation for exhibiting some of the most exciting contemporary works of art on the international stage, by both well-established blue chip artists with auction records as well as young emerging artists on the scene. Our dedication to showing great figurative art has remained strong throughout the decades, and our art advisory service focuses on providing an array of works suitable for the discerning, international collector.

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In 2014 the global Fine Art Market posted a new record level of activity, with a total auction turnover of \$15.2 billion, up 26% compared with 2013 and more than 300% compared with a decade earlier. This growth was largely driven by the Chinese market and the Chinese economy, but also by an intensification of the ultra-high end segment of the Western art market. In the Western world, the art market posted a spectacular progression in the USA with an annual growth rate of 21%. The UK was up a remarkable 35% on the previous year with \$2.87 billion, and the USA posted its best-ever auction market total of \$4.88 billion. 2015 has already been a record breaking season in the auction world, with nearly \$2 billion already spent on 20th and 21st century art.



LEFT Marc Quinn, Particle Ripple, Oil on Canvas, 169 x 255 cm

In this exciting market, Tanya Baxter Contemporary focuses especially on creating personal, internationally acclaimed collections of investment quality art for both private and corporate clients. The continuing increase in the art market follows the increasing trend for investors to look towards art to diversify their assets. Art has become more appealing as an asset as it does not naturally depreciate, and has the potential to drastically rise in value. While Contemporary art remains the most collected genre - generating \$1.2 billion at auction in 2014 - there has been a marked increase in the collection of Asian and Indian art that follows a shift in wealth from the West to the East. Director Tanya Baxter has significant experience in the Chinese and Indian art markets, having started her career in Hong Kong in 1995, whilst also working with modern, post-war, and contemporary artists, as well as mid-career and emerging artists worldwide.

With a focus on the art advisory service Tanya Baxter Contemporary offers top tips to building an art collection. Whether you are looking for the most sought after blue chip artists or emerging and mid career artists at a lower price level, buying art is a fun, exciting endeavor that can be a hobby, a collection, and an alternative investment.

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1. **Buy art that you love.** Find a period or genre that speaks to you. Even if you are planning to buy purely as an investment you may be living with the piece for some time before re selling and should enjoy your purchase fully.
2. **Post-War art is one of the fastest growing segments in the market - invest now for quickly rising value and safe investment!** In 2014 Post-War art generated \$2.46 billion compared with just \$1.84 billion 2013, a growth rate of 33%. Post-War art includes works from some of the most sought after, and expensive artists on the market, including Andy Warhol and Gerhard Richter. Andy Warhol was the top selling artist at auction this past year, with 5 works selling for over \$1 million, and 12 for over \$10 million. In 2014 Warhol generated a remarkable \$569 million - the highest annual total for any artist recorded.



RIGHT Warhol, Diamond Dust Hearts, Acrylic, Silkscreen Ink and Diamond Dust on Canvas, 38 x 46 x 1.8cm, 1981

3. **Another growing segment that offers potential for huge returns and a safe investment is Modern British Art.** Accounting for 20% of the market last year, the interest in modern British art has been steadily rising over recent years. Tanya Baxter Contemporary has followed the careers of the modern British artists closely and this year at Lapada Fine Art and Antique Fair will be featuring a very unique early work by Frank Auerbach. The market for Auerbach's work has greatly benefited from the spectacular rise in popularity of Modern British Art, and his 1963 'Head of Helen Gillespie,' fetched a record \$3,876,544 in 2008. Auerbach is a figurative British painter known for his expressionistic portraits, English cityscapes, and landscapes. He studied at St. Martin's School of Art in London, and then at the Royal College of Art, where he developed his unique style of using bold colors and roughly applied impasto paint. The depth, texture and sense of space in a painting by Auerbach makes standing in front of one a unique experience. Auerbach continues to live and work in London and, painting 365 days a year, has produced some of the most resonant and inventive paintings of recent times. Winner of the Gold Lion Prize for the British Pavilion at the 1986 Venice Biennale, he has been exhibited at the National Gallery in London, the Royal Academy, the Rijksmuseum, Amsterdam, the Hayward Gallery, London, the Carnegie Institute, the Tate Gallery, London, the Contemporary Arts Society, and has an upcoming solo exhibition at Tate Britain in October 2015.

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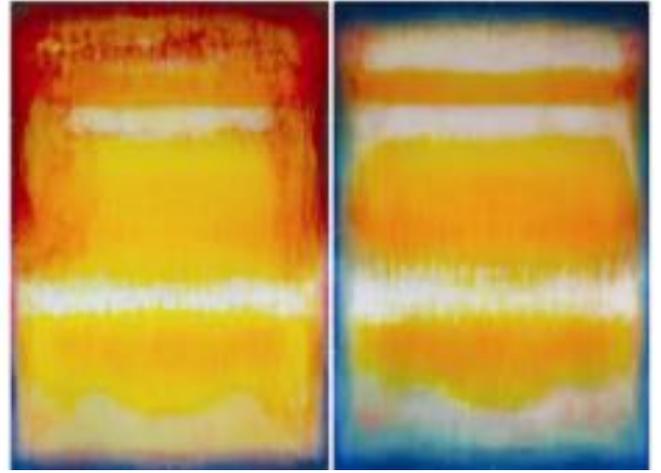
LEFT Frank Auerbach, Seated Man 1950, 81.9 x 61.6 cm

RIGHT Francis Bacon, Painting 2, 1971, Offset lithograph in colors, wove paper the full sheet, Ed. 101 of 150, 44.5 x 36 in

4. **Consider investing in emerging and mid career artists.** As competition increases for blue chip artists such as Andy Warhol, Gerhard Richter, and Marc Quinn among others, the prices have drastically increased. A way into the market for collectors is to invest in mid career and emerging artists who are currently at a lower price point, but have the potential for huge returns on investment. The biggest profits can come if you buy from a living artist before they hit it big. Contemporary art is a safe investment, and even if your pick doesn't become the next Jackson Pollock, you are still likely to be able to resell a piece in ten years and get significant returns on investment.

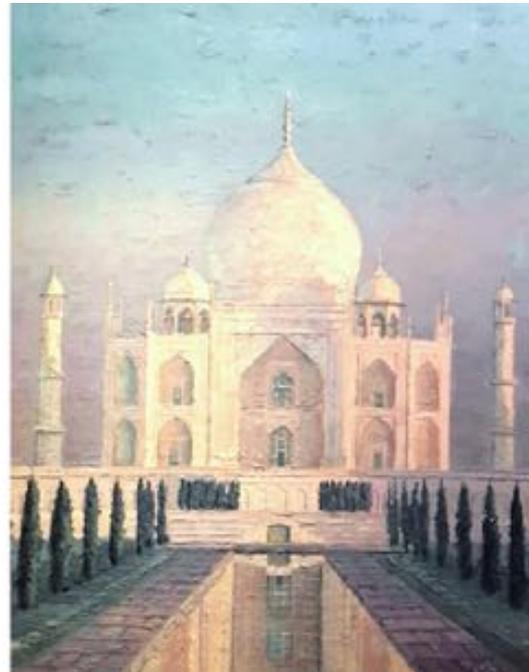
Tanya Baxter Contemporary has significant focus on mid career artists that we have represented for upwards of fifteen years. We take particular interest in their careers and work with artists that have excellent skill, stable mid career markets, and rising prices in the primary and secondary markets. Featured artists include Richard Allen, Pip Todd-Warmoth, Zeng Chuanxing, Zhao Kailing, Jean Philippe Duboscq, and Katarina Monnier among others. We work directly with these artists, which provides investors with direct access to the latest work. These artists not only represent the future of contemporary art, but also show a significant potential for high return on investment making them a smart investment.

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LEFT Jean Philippe Duboscq, Untitled I, Mixed Media on Canvas, 181 x 100 cm
RIGHT Katarina Monnier, Sunrise Variations II & III, oil on perspex, 99 x 149 cm

5. **Engage with the artists you love.** Another benefit of the close connections available when you buy through the Tanya Baxter Contemporary art advisory service is the ability to build a relationship with the artists you love. In this way you have a personal impact on the growth of their careers, this also provides the potential for commissioning artworks specifically for your collection.



LEFT Richard Allen, Life's Blood, Acrylic on Canvas, 197 x 151 cm
RIGHT Pip Todd-Warmoth, View of Taj Mahal at Evening, oil on board, 94 x 122 cm

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Ju Ming - Taichi(pair),bronze, Ed.1 of 3 1984, H3ft x W6ft

Sales of these works have ballooned from \$260 million in 1995 to \$7.8 billion in 2015. The art-advisor phenomenon is a direct result of the change in the way buyers view their art buying. Today, the “collecting” audience hire an investment advisor or art consultancy to manage their portfolio, and they will streamline their business.

- **Buy out of style**

“The art market is cyclical,” says Inge Reist, director of the Center for the History of Collecting at the Frick Art Reference Library in New York. “Some artists go in and out of favor. If they’re talented enough and were popular enough, there’s a good chance they’ll come back.”

Take Adolphe Monticelli, one of the most famous artists during the 19th century. Vincent van Gogh considered him a mentor; Paul Cézanne apparently found inspiration in his landscapes. In 2013 a late Monticelli, *Au Bord de la Rivière, Marseilles*, sold at Sotheby’s in New York for \$413,000, five times its high estimate. His overall market is still in a lull. But more than a few collectors are betting that Monticelli will be back in vogue soon.

- **Buy obscure but important**

Some collecting categories remain improbably affordable because few people are aware they exist. “I think a lot of people are surprised that there is authentic, ancient material with good provenance that is, relatively speaking, affordable,” says Stacy Goodman, a senior consultant for pre-Columbian art at Sotheby’s. “You can certainly buy a super-high-quality piece for under \$10,000.”

“I don’t follow what the gold value is from day to day,” Goodman says. “But certainly there are times that the value of the weight of a work is greater than the estimate” of what it would sell for at auction. A gold figurine that’s thousands of years old, in other words, sometimes costs less than it would if it were melted down and sold as an ingot.

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- **Buy outside the narrative**

The worth of any artist is tied to the perceived art-historical significance of the work. John Constable's *plein air* oil paintings are prized because "there was a sense that he was a modernist, after the fact," says Princeton's Steward. "He can be accounted for very happily in the linear march of history." Many of his paintings are already in museums; major works sell for millions when they come to auction. *The Lock* fetched a record \$35 million at Christie's in 2012.

Another example, When Frederic Edwin Church, a founding member of the Hudson River School, sold his massive *The Heart of the Andes* in 1860 for \$10,000, it was the highest price ever paid for an American painting. Only in 1979 did his market revive, when *The Icebergs* sold for about \$2.5 million at Sotheby's. Church's giant oil paintings still sell for millions, but at auction collectors can find bargains among his smaller works.

New trends for art investment :

- **Prominence of female artists**

Art market will pay attention to the prominence of female artists exhibiting, Robin Anthony, RBC's art curator, in partnership with the National Gallery of Canada, "Sarah Lucas, who representing Britain in this year Venice Biennale, i found her works to be a strong feminist exhibition which looked at the female body and power of position. she is challenging the viewer to consider a strong female presentation in a traditional setting"

- **Increase of established artist**

According to Susannah Pollen, senior advisor at ArtBanc, "the highest price for postwar male artists such as Francis Bacon or Andy Warhol exceed prices of female favorite Joan Mitchell by a factor of 10. Likewise, the price discrepancy for living artists Jeff Koons, \$50 million plus, compared to Yayoi Kusama at \$5 million plus."

Other notable artist include George Baselitz, Christian Boltanski, Bruce Nauman and Peter Doig

- **Larger focus on social and political issues**

Patrick Connolly, a financial adviser at Chase de Vere, "investors will be impressed that artists, such as Banksy, can emerge rapidly and find their work achieving astronomical values. It can also be argued that art has a very low correlation to equity markets and so could provide good diversification as part of an overall investment portfolio.

Resources on art investment:

- Saatchi art
- Artprice
- Artnet
- The Mei Moses Index
- Art Rank
- The Art Market in 2014 - Artprice and AMMA (Art Market Monitor of Artron)
- Art & Finance Report 2014 - Deloitte Luxembourg and ArtTactic
- Art Collector Report - Larry's List

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One of Tanya Baxter Contemporary's strongest assets is the Art Advisory service, which has an international client list, and relationships with galleries worldwide. Clients include Barclay's Bank, San Leon Energy Ltd., Akbar Tea, Heathrow VIP, Barings Bank, Standard Chartered Bank, and Mandarin Oriental to name a few. Owner and Director Tanya has also curated exhibitions at The Royal Academy of Arts, The Saatchi Gallery, and Lancaster House, as well as many prestigious charity auctions for The Prince's Trust, The Mayor's Fund for London, and Arts for India, amongst others. Over the past decade the art advisory business has also worked on many high end residential projects including St. Saviours House Knightsbridge, and De Vere Gardens Kensington. She has written many art market articles for publications such as The Financial Times, The Evening Standard, Art Monaco, and The South China Morning Post. Tanya also lectures on contemporary art, and investing in the art market at Sotheby's Institute London.