

Art Collecting for Newbies



For the past year, we have received numerous requests to stage a rerun for this popular talk!

While seasoned collectors are familiar with the flow of the market and know that any err in judgment can result in huge losses, many new collectors find themselves uncertain about many things, and do not understand the landscape well enough to make informed, sensible decisions. For example, those who had gone in during the contemporary art hype a few years ago might have got their pockets burnt as many contemporary art prices have dropped substantially in recent years. Some might have even purchased fake works unknowingly. How does one avoid such mistakes and what are the trends ahead?

In order to help new collectors, artcommune has designed a 2.5-hour talk tailored to the needs of this group of friends. The session effectively introduces participants to some fundamentals that drive the art market: new collectors will gain an overview of what collecting art is all about, and be aware of some “dos and don’ts” in the course of collecting. The course discusses the following topics:

1. What is the value of art? Why is art being collected by the elites?
2. Aesthetics: A quick formula to appreciate art
3. A-Zs of art collecting: What a new collector should know
4. The investment potential in art collecting.