



arrière-garde

START COLLECTING: *THE SMART GUIDE*

*The art world is changing.
A beginner's manual for young and new
collectors in the Post-Digital
Era*





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THE SMART GUIDE

Start Buying Art Made Easier and More Affordable	1
Why Owning a Piece of Art	2
Why You Should Start Collecting	3
Types of Collectors	4
The Future of Collecting	5
The Younger the Better	6
Youth & Ecology	7
The Digital in Art	10
Beyond Online Salerooms	11
The End of the 'White Cube'	13
A Glimpse of Change...Whilst We Wait for the Radical Revolution	14
Collect in the Metaverse	15
From an 'Artist-Centric' to a 'Collector-Centric' Art Gallery World	17
About Us	18



Start Buying Art Made Easier and More Affordable: The Digital Art World

You may want to buy art for decorative purposes, as an investment, or for a love and passion for the arts. Whichever the reason, building a strong art collection requires time and knowledge.

In this guide, we share the fundamental and essential tips on what, why, and how to collect in a contemporary art world that is undergoing a modernisation process that allows it to look like a much less intimidating and daunting space.

With the elitism and snobbery of the old art world being despised by the young generations of collectors, and the transparency and ease to browse, explore, learn and buy that digital art platforms have brought to the sector, the main qualities you need to possess to start collecting are an open mind and some curiosity.

However, we understand that buying your first artwork may still sound like a difficult task and expensive interest, especially if you don't know what to buy, where to buy, or how to buy within your budget. Believe us, there are many ways to build an impressive art collection without breaking the bank whilst simultaneously having an intense and rewarding experience.

With no doubt, what has contributed to make of art collecting an easier and less pricey process is the digitisation of the art industry. In fact, art lovers and young collectors now have access to wide ranging advisors and artists from the comfort of their own home. With the chance to connect with artworks, artists and everything in between, collecting art has never been so easy.

Why Owning a Piece of Art: Meaning, Attachment, Heritage, Personality, and Lifestyle



Owning a work of art means both owning a piece of history and being part of a story. Many collectors draw on their heritage to collect art from artists with similar backgrounds or patterns of life.

Some collectors seek limited editions

from high-profile artists to claim their stake on art history, and to assert their lifestyle to themselves and to their social surroundings.

Art collectors understand the unmatched feeling of discovering a new work of art for their collection. After carefully researching, nothing compares to finally encountering new artworks for their collection.

Obtaining artworks is a powerful way to express one's personality. While some collectors stick with a certain style or specific artist, others collect a diverse range of artwork from various artists to convey different sides of their personality, views and values.

Knowing the background behind each work of art in a collector's collection is half the fun. When guests come over, art collectors take pride in walking them through the story behind each of their pieces. Whether it's talking about the symbolism in the artwork, the artist's background or how they found the art itself, collectors love sharing their heart and passion with others.

At Arrière-Garde, we know well that financial profit is not the major reason for buying art. For the true art collectors, visual pleasure relating to the artwork's story and the artist history are the real longstanding values of the art they buy. Creative capital is above and beyond economic capital.

When asked about the biggest factors to consider when buying art, collectors reported aesthetics as the most important, cited by 78% of respondents—three times the number that cited an artwork's potential to increase in value as a key motivating factor.

Our collectors tell us that a work's aesthetic appeal is frequently the gateway to a deeper exploration of the artist and their career. Among active art buyers in the artworld today, only approximately 17% admitted to be buying art without significant consideration for the works' content or the artist's background or career trajectory.

Why You Should Start Collecting

Build Your Story

Curating your art collection is a means of self-expression which reflects your individual personality and story. According to Hiscox's 2019 report, 95% of young collector's art purchases is based on the emotional benefits. As you develop your style and gain confidence in dabbling into new mediums or quirkier artists, you will find your own voice in the process. Your acquisitions are a direct reflection of your life journey. This way, your art collection will tell your personal story and will be part of the legacy you will leave to your generations to come.

Buying an artwork by artists of your home country keeps your heritage alive and offers you your very own piece of home on your walls. There is no better way to keep our roots and life journey alive and/or to express a cosmopolitan and borderless mentality and lifestyle than through the artworks that you collect.

Home As a Temple to Art

Collecting art that you can enjoy at home reinforces your sense of identity, whatever home is to you. You will start to see your home as a reservoir of personal and cultural meaning, as a beacon of visual experience for guests, and a learning and formative narrative in the field of history of art for your children.

As your collection grows and turns your home into a temple to art, you will develop a clear vision on the knowledge base, and social and educational function that your home spreads out whilst you share your artworks with other members of your family and with friends.

Over time, you will consider how the art you buy enriches your personal space and nourishes the soul of those that you welcome in it. No doubt, you will end up worshipping your art.

Grow & Gain Through the Artist

The road to art collecting is paved with knowledge that expands your horizon beyond your walls. As they say, knowledge is power...and financial profit too!

When you buy from emerging artists, you are accessing artworks at an affordable price, while directly contributing to their growth and career. Creating this early relationship is rewarding. And you may be supporting an artist development whilst buying artwork cheaper than your latest iPhone (it also lasts much longer too!). Maybe this way you will end up buying the from next Andy Warhol, and see the exponential increase of your initial investment.

Though investment purposes may not be the main reason for buying original art, it does not hurt when a piece you bought ten years ago has doubled in value. Always a fun bonus in the journey of art collecting!

Types of Collectors: Which One Are You?

The Metrocultural

If you are based in London, or any other main cultural hub around the world, your collector profile may be that of the 'Metrocultural'.

Metroculturals are prosperous liberal urbanite groups, who choose city lifestyles for the broad cultural opportunities, have their preferred artform or style.

They represent good prospects for emerging artists and new, innovative artworks, and are highly responsive to e-commerce, likely to take up digital offers and to make recommendations to friends.

In the UK, Millennials and Gen Z make 48% of the 'Metrocultural' population



The Experience Seeker

If you do not identify with the Metrocultural group, or perhaps you do not live right in the hotspots of the Metropolis and travel to them over the weekends to enjoy what they have to offer, you may be part of the 'Experience Seeker' tribe.

Experience Seekers are the most significant part of urban art audiences, who are highly active, diverse, social and ambitious singles and young couples engaging with art on a regular basis, tend to live close to the city centre, are mostly in search of novelty and have disposable income to spend in art, art memberships, bars and restaurants. They are digitally savvy and share experience through social media on their smartphones.

The Future of Collecting: Millennials & Generation Z

The Social Media Native Collector

Metroculturals and Experience Seekers are those among the Millennials with growing interest in buying both digital art and unique artworks (such as painting, sculptures, and drawings) online.

If you are a Millennial and identify as a Metrocultural or Experience Seeker, you are a social media native, and we advise you to delve into your digital habit to start sourcing and buying items for your art collection. In a recent Artsy survey, '66% of buyers said they use Instagram or other social media networks for discovery and 26% said they buy art from Instagram. Millennials and Generation Z are leading the trend'.

Ethics: The Core of the New Collector

Millennials and Generation Z are nowadays the fastest-growing segment of collectors,

and if you are one of them, you will have a very specific way of behaving and of looking for art that you should nurture and refine. You will most certainly blur the boundaries between collector and seller because you are not afraid to resell what you buy and to treat artworks as a financial asset. The social impact of your art investments will be important, as you will tend to invest in artworks and artists to fulfil your philanthropic aspirations.

You Are Hot: The Chase After the Young Collector

Many online and offline galleries, nowadays, are focussing on attracting the attention of people born from 1980 to the mid-to-late 1990s, because they know these people will be curious, witty, and open-minded art buyers. Yet you will find the old-fashioned rules of the art world pretentious and annoying. You, most probably, will not

enjoy the snobbism and classism that oozes from Private Views and Auction Houses' Salesrooms. You will also find the dress code typical of these events too formal and *passée*, and you will be seriously annoyed by the lack of price transparency, and will ask yourself why prices are not shown everywhere and you have to ask for them.

Hence, be proud for being part of a new wave of collectors what are forcing galleries to rethink ideas of transparency, flexibility, diversity, and sustainability. The gallery business model must adapt to consider these elements, and therefore you are pushing for innovation and for the revolutionary ways you like to see and buy art.

New Channels for New Collectors

You want to shop for your art as you do for anything else. As well as being used to getting

what you want promptly and efficiently—from instant delivery pizza to personally customised Nikes—you are turned off by some ingrained practices of the art market, such as elitism, exclusivity [the velvet rope outside a vernissage] and a lack of transparency. And this is why you prefer to see art exhibitions online, in Metaverse platforms like Spatial, Decentraland, Roblox etc.

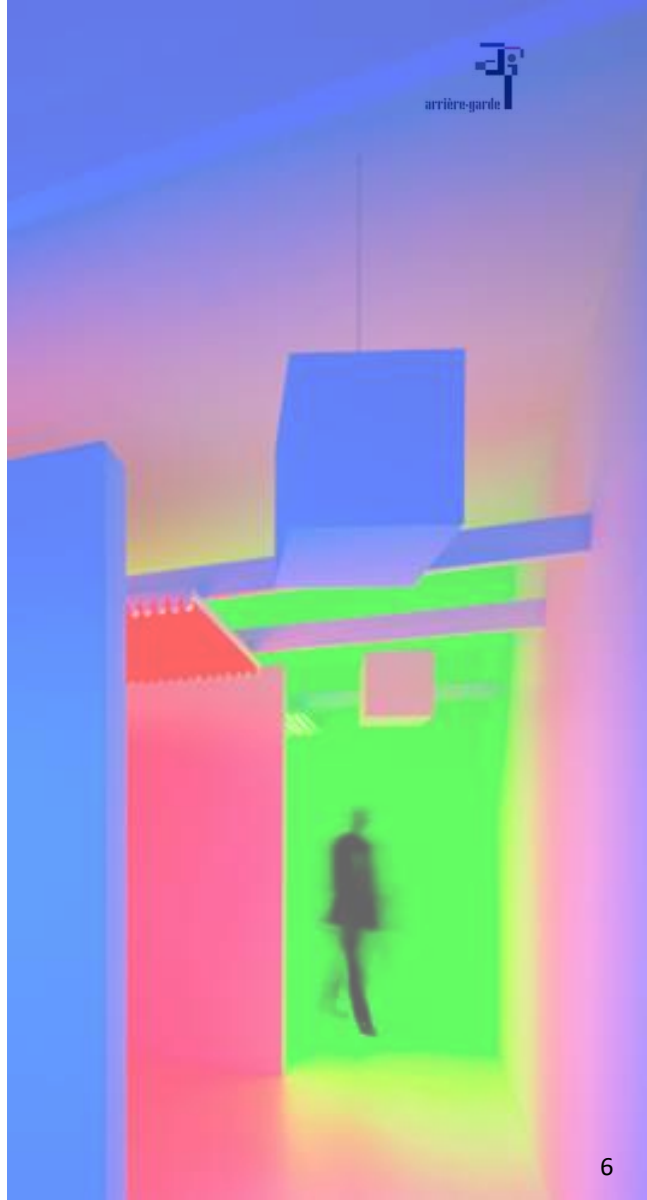
Withholding information such as price lists just breeds suspicion to you, particularly since you have a deep distrust of corporations, preferring influencers on social media to guide your decision-making in many domains. And this is why you love to buy art online, where you have a huge amount of choice at your fingertip, and where prices are clearly stated, as well as shipping and delivery costs and any extra fee.

The Younger the Better:

Buy Art as You Were Buying a Nice Pair of Shoes

If you belong to Generation Z, be aware that the highly respected art newspaper 'The Art Market' states that your generation 'account for 32% of the population [and 40% of consumers], nudging Gen Z ahead of the relatively senile 22 to 37-year-old Millennials. Combining your generation's purchasing power with the influence it has over the spending habits of your parents leads experts to conclude an indirect potential spend of \$3bn in the art market that make you very palatable as a client. Hence do not be shy and go out there looking for your ideal artworks with no fear: art galleries, art advisors and consultants, and auction houses will look after you. Feel free to stop thinking that they will look after your old folks and take them more seriously than you.

Many art businesses are aware that the older members of your generation are about to finish university and to join a post-global pandemic labour market, which adds to Generation Z lower buying power. Therefore, the art sector has benchmark prices specifically developed for you. We advise you to look for Galleries and Online Auction Houses and Salesrooms who predominantly sell to client under the age of 40, and that will offer you a price point of about £ 400 to 600: the same amount you will spend in a very nice pair of shoes or a low-end designer handbag. For instance, even the blue-chip global auction house Phillips, which sells artworks for millions, had an online-only auction programme named 'Unbound' targeting the youngest collectors and which sold art from US\$ 375 to 750.



Youth & Ecology:

Give Priority to Sustainable Art

Through our social and demographics line of research, we have discovered that - according to 'Deloitte Global 2021', which offers an extremely interesting Millennial and Gen Z Survey - the youngest generations are 'deeply concerned about climate change and the environment. More than 4 in 10 Millennials and Gen Z agree that we have already hit the point of no return when it comes to the environment and that it's too late to repair the damage. However, a majority are optimistic that people's commitment to take personal action to address environmental and climate issues will be greater post-pandemic'. Another key finding of this survey is that these generations are aware that certain businesses have more impact than others on the environment and that their buying decisions have been determined by such awareness.

Further, in the UK, the 'Climate Change and Net Zero: Public Awareness and Perceptions' [2021] of the HM Government shows that '85% of participants reported that climate change was a concern. 14% of them perceived climate change as affecting their local area by a 'great deal' compared to 42% of UK participants perceiving climate change as affecting other countries by 'a great deal'. Around half [54%] of participants perceived their local area to be experiencing climate change effect to 'at least some extent'.



Details on the research we are sharing here shows that a large portion of its participants are aware that lifestyle changes are necessary to fight climate change, with 50% of them stating that the UK should pursue an equal mix of technological and lifestyle changes to reduce UK carbon emissions. If as a person you are identifying with the findings of this research, you may consider to include the art that you chose and purchase in your chase for a more sustainable world.

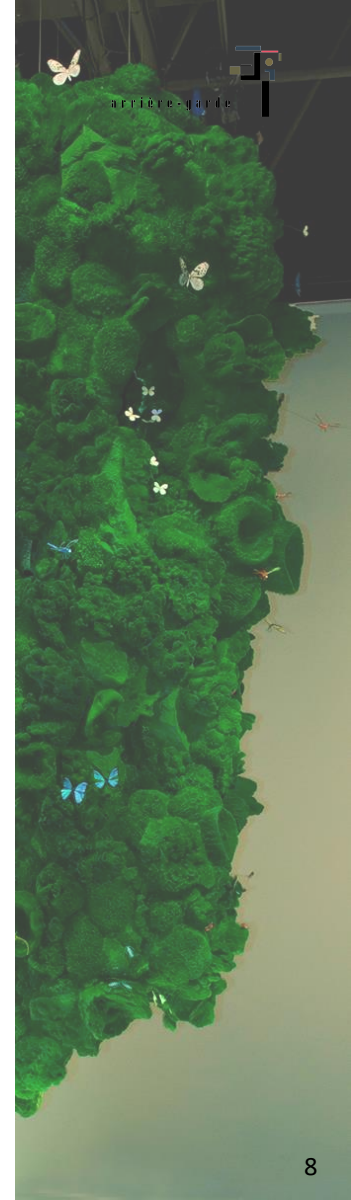
Participants' perceptions of the likelihood of changes occurring over the next few decades suggests that energy efficiency, food waste, energy usage, and transport, both terrestrial and by flight, will most possibly adjust to climate change needs. Buying habits also scored high with almost 50% of the participants thinking that they will need to change in the next decade or so; and the act of acquiring art can abide by the same rationale.

Almost 70% of the participants were between the age of 18 and 54, with 51.2% of them being between 18 and 44; that is the age range that belongs to the digitalised society, which makes purchases online daily, art included. Finally, 50% of the total participants believe that the UK should pursue a balance between technological and lifestyle changes to reduce carbon emission and fight climate change. The figure suggests that 25% of the total participants are Generation Z and Millennials who are aware of the need to engage in a change of behaviour to fight climate change instead of just expecting solutions coming from technological

improvements and other external factors. Just think of the carbon emission levels and the waste production that global art fairs generate. Would you not agree that if the youngest generations of collectors were to buy solely online the art market would be forced to slow down in its contribution to the pollution of our Planet?

In this respect, the good thing is that research shows that Millennials and Gen Z intensely use computers, 'mobile devices and social media for sourcing and purchasing art, dismissing the need of experiencing the work of art in person before buying it, particularly in the case of less expensive work'. Their behaviour greatly differs from that of the Silent Generation and the Baby Boomers, who although have a much higher budget and can afford top-segment six-figures artworks, are resistant to online buying and therefore make very expensive work of art difficult to trade online.

Returning to microanalytical views, 6 in 10 Gen Z and 56% of Millennials express strong ethical and social concerns, with emphasis on systemic racism, personal background and unequal distribution of wealth and income as factors that impinge upon societal progress. This shows how their concerns, as human beings and potential art collectors, expand beyond environmental one and way into the social factor. If you identify here, we advise you to look into artists with a strong socially and ethically engaged production. We specialise in the them and are here to help with your collection.



Global art surveys have shown that Millennial collectors, besides their developed awareness towards environmental and ethically viable lifestyle solution, lead art market sales, spending 6 times more than Baby Boomers. All in all, at a global level, 'today 21% of buyers prefer to buy art online and this preference goes up with younger generation: 78% of Millennial collectors in the US bought art online, versus 40% of collectors from all age groups'. According to the Hiscox Online Art Trade Report 2019, 80% of art buyers go to Instagram to discover new artists and pieces of art that are available to buy. Yet 23% of millennials had never bought an artwork in a gallery, auction, or fair prior to buying art online. Staggeringly, 79% of millennials said they had purchased artwork online more than once within the past year.

Millennials and Gen Z are both aware of their agency in terms of sustainability, climate change and social factors, and the most willing to buy art online. They are those most likely to tap into the large majority of online art sales, which belong to the lower and mid-price segments too; as they are most likely to apply their social and environmental awareness whilst exploring the art purchase experience.



A new generation of art collectors and buyers has not only emerged, but also taken the lead and is setting the trends of digital purchase. There has been a growth in collectors who are Millennials and Gen Z; are more high-tech; the type of person that for sure is not familiar with the long-standing habit of attending snobbish private views at art galleries or populating the pretentious rooms of an auction house. To address and satisfy the demands of a tech-savvy and sustainability aware new generation of leading art buyers, the art market must explore and consolidate a new segmentation focussing on ESG (environmental, social & governance) art.

Further, to focus on a segment dedicated to ESG topics in the domain of art, there is no need for a physical location at an art fair or a gallery space in a downtown art district where to attract and host potential buyers. This not only because the main consumer target is formed by individuals who would rather buy online, but because recent research has proved that, as a way of example, for galleries in the low segment with a turnover around the £ 250K mark, participating at fairs costs 22% of annual outgoings and returns only 11% of annual sales.

The Digital in Art: Latest Viral Trend Worldwide



3D art and artificial intelligence (AI) based art are on an upward trend as technology enables artists to expand their horizons. The digitalisation of the art world means that artists and collectors are using computers and smart phones to create and buy art, and this phenomenon in return requires tech geeks to push the boundaries of innovation and to generate new tools to be used by artists to produce work and by collectors as online platforms where to buy art!

Digital art is now a global leading art trend and is present on myriad screens around the world. Science, Technology, and Art are blending within this domain to drive innovation, such as AI-based algorithms that allow us to contemplate the beauty of new pieces of Digital Art. We have been seeing a great expansion in the artworld in this direction, and platforms such as Spatial, Decentraland and New Art City are proliferating with interesting art and increasingly offering exhibitions in the virtual world.

It is therefore natural that also museums and galleries are adopting technology to create digital exhibitions and usher in a new interpretation of what it means to 'showcase' art.

Beyond Online Salerooms:

How are Virtual Reality and Artificial Intelligence Changing the Contemporary Art Show Space?



If you are joining the new collectors' world, you need to know that you will need to refine your understanding of art and that you will achieve so by visiting exhibitions that catch your attention. It is also important to know that as the art market has changed, so has the institutional space.

Galleries and museums are constantly innovating and finding exciting new ways to showcase art. And the fusion of art, science and technology is changing the ways curators and exhibition designers think of how to showcase art.

Over the past couple of years, we have seen an influx of immersive exhibitions, which offer the chance for fans to connect with art in a new way – and perhaps attract new audiences too...particularly the younger ones. Yes! because those generations which have been growing with a smart phone or a tablet in their hands since a tender age prove that the behavior, value and ethics of the post-digital society will change the definitions of what is art and how art may be proposed to the public forever.

Are you interested in understanding this change in the artworld and what are the emerging definitions of a post-digital aesthetic experience? If so...in the next page there are some references for you to look up.



**United Visions - July 2022 at
the New Apple Store in Brompton
Road, London**

Search it and you will see how Apple teamed with the prestigious Getty Museum to recreate William Blake's terrifying visions in augmented reality: a must-see show where one can understand what kind of pathway the exhibition world is taking as big art institutions and mega tech companies join forces to disrupt old notions of the art world!

You can also admire how the monstrous nightmarish figures in William Blake's 'The Ghost of a Flea' (1819) can come to life through three-dimensional recreations that stand at about 3 metres tall around you! hard not to look it up, really!!



**Mexican Geniuses: A Frida
and Diego Immersive
Experience - From 28 May 2022
1 Canada Water, Surrey Quays Rd,
London, SE16 2XU**

One of London's most hotly anticipated exhibitions of 2022, the show brought to life the work of Mexico's most famed painters, Frida Kahlo and Diego Rivera, in an explosion of colour and brushstrokes across giant screens.

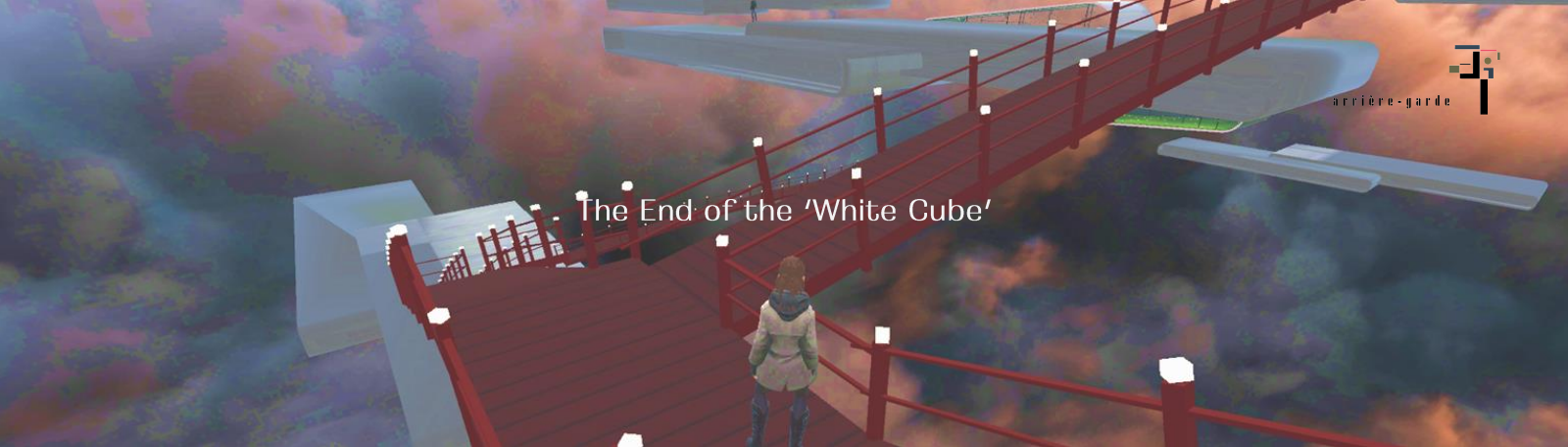
The VR experience was also available, and transported visitors to the Mexican streets that inspired many of Frida and Diego's paintings.



**Van Gogh: The Immersive
Experience - Still on up to January
2023, 106 Commercial Street, E1 6LZ,
London**

This incredible immersive installation is dedicated to Vincent Van Gogh, and here you can literally 'step into his paintings'! Of course, you cannot step into a canvas by this great Master, but for sure you will be experiencing Van Gogh's art and get a sense of the new significations given to the art experience and to what a work of art can actually be.

Treat yourself to this all-encompassing, 360-degree display of the Dutchman's work – which takes over all your surroundings with the use of several dozen projectors and hyper-realistic VR headsets.



The End of the 'White Cube'

If you want to start collecting now, you must know that times have changed since your grandparents and parents were collecting or thinking of doing so. Forces creating radical paradigmatic shifts in art and society have been at play for quite some time now. And they are revolutionising the ways of curating art shows and selling art. This means that the art system has been shaken out of its comfort zone and forced to modernise. The 21st century Modernity is here to stay!

You must also know that artists, as true innovators, have been responding to the new paradigms for years, creating art highly responsive and merged with the tech and digital world: and at the forefront of creative innovation we can benefit from a production pulsating with artificial intelligence (AI) art, NFTs and artworks made in the Metaverse.

The radical paradigmatic shift we are seeing is the following: On the one hand, we have the digital revolution and its pervasion of the creative domain.

Creative communities have begun to adapt to immersive virtual events and exhibitions, enabling artists to reach global audiences from the comfort of their homes.

On the other hand, given the economic uncertainty we all still live and which was induced by the COVID-19 pandemic, and given the global crisis starting in the second half of 2022 and which is predicted to last at least until 2024, seasoned collectors are starting to view digital art as a value-preserving asset meant to diversify their investment portfolios and mitigate unpredictable times. And of course NFTs here are playing a big part. If you want to start collecting now, you should ride the same wave.

No need for material white cubes to show and buy art...hence the proliferation of spaces in the Metaverse where new ways of curating and displaying art are disrupting old rules and adapting to the endless possibilities of the virtual art world!

Additionally, with the absence of geographical boundaries that the process of art moving online is offering, art buyers are enjoying new ways of conversation and connection with the artworld. As well as they are increasingly cherishing the 'feeling of a community' within the global art world that the digitalisation of the art market is capable to offer...there is no such a feeling of 'global art village' when travelling to the enclosed and limited spaces of physical galleries and museums...at least not at the scale offered to those joining the digital art community!

Hence, the white cube has lost its vital and somewhat authoritarian role in the art system: artists do not need physical spaces to display art that is so radically detached from the material world. Collectors are either dismissing the gallery space because the new generations of art buyers despise the snobbism of the gallery world, or are enthralled with artforms which are immaterial and circulating in the digital space.



A Glimpse of Change...Whilst We Wait for the Radical Revolution

Galleries, museums, fashion houses and even massive art festivals around the world have been forced to move away from the traditional and physical White Cube format: Since the global lockdowns resulting from the global pandemic, they have begun to use of various platforms in the Metaverse to capture the spirit, culture and qualities of a real-life event and emulate them in an interactive virtual reality [VR] space.

The virtual world has been the only way for them to keep afloat over lockdown and to cope with global reopening in 2021, which was dictated by stringent rules of social distancing in the exhibition spaces.

These are mere glimpses of the big revolution in the art system that will, in our view, gradually lead to the extinction of that 'Dinosaur Institution' that has ruled the life, fortune and misfortune of artists since the Parisian Salons of the 1800s...

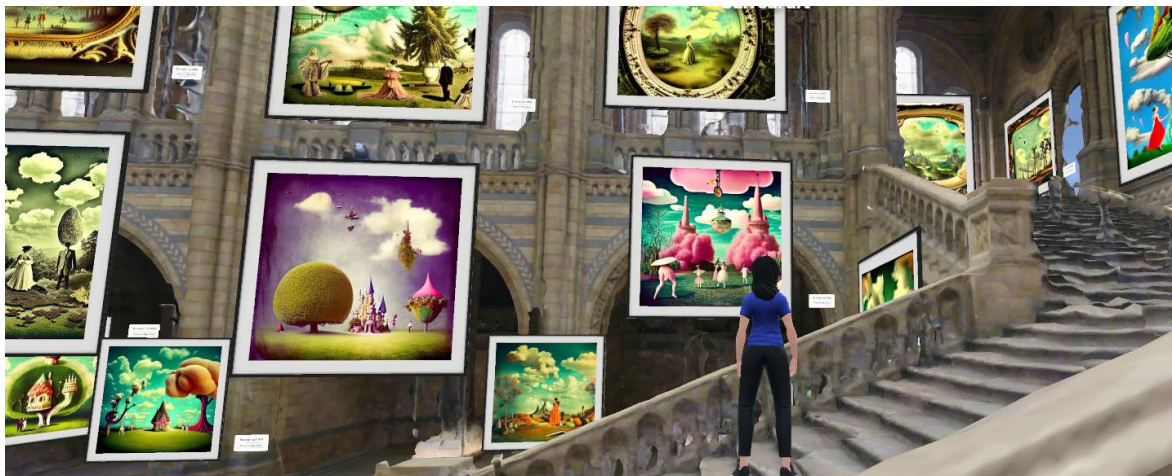
...And hey, Paris has lost its supremacy as the centre of cultural production with World War II...it is time that the old notion of the Salon through which it used to express this supremacy loses its dominance too!

Collect in the Metaverse: New Frontiers

A good way to start collecting through a fresh perspective and by selecting from a virtually endless and all-comprehensive archive of interesting artworks is to go online and Google 'metaverse art gallery'. Metaverse art galleries are cutting edge ones which have embraced the future and new ways of showing art through the technological possibilities of Virtual reality (VR). We are proud of being one of them!

Many metaverse platforms are introducing gallery spaces. In these spaces, art curators and dealers are pushing the boundaries of what an art exhibition can look like, creating original narratives beyond the NFT art media and including virtual versions of physical artworks, such as paintings, prints, drawings, and sculptures; which can be seen in the virtual world from the comfort of your desk or sofa before being purchased online as real objects to be enjoyed in the material world.

The world of VR exhibitions is expanding. Therefore, artists are increasingly joining Metaverse art galleries to exhibit their work,



particularly the most innovative, high-tech and visionary ones. The trend is so massive and relevant that even mega global galleries and hyper traditional auction houses are beginning to exploit these venues by relocating their exhibition spaces (the so called 'white cubes') to the Metaverse. The migration of the big players of the art market to the virtual world is what is primarily responsible for the rise of interest in this category. For instance, in the Voltaire Art District of the famous metaverse platform called Decentraland, Sotheby's has

opened a virtual art gallery. Unfortunately, starting an art collection by browsing in the Sotheby's Metaverse will require a six-figure budget per pop, as it is hard to find items under a million in places like that.

What is the Metaverse and how does it work?

The Metaverse defies precise description and is typically thought of as a network of 3-D virtual digital environments. The best way to understand it in a nutshell is to imagine it like the internet of today in virtual reality.

The most certain aspect of the Metaverse is that it is a virtual space where you, among other users, can communicate, transact commerce, and establish social bonds using your digital 'avatar'.

Users of the Metaverse are represented by their avatars. They are an individual's Metaverse identity, enabling users to participate in a variety of adventures and activities. In other words, an avatar is an image that you use to identify yourself online, and many platforms will allow you to personalise it and make it look and dress like you do in real life.



The quality of avatars is a main topic of discussion in the industry, following feedback on quality at events such as Metaverse Fashion Week (which happened in Decentraland and that had 108,000 special visitors). Meta's Mark Zuckerberg lately faced criticism over the quality of avatars in his new digital experiences.

Metaverse galleries and art exhibits took off a couple of years ago or so as a logical response to the pandemic's seclusion. Since then, users have been enjoying interacting with one another and building stronger connections with art in the virtual domain. Most importantly, and regardless of their geographic locations, artists and fans have been interacting in this perfect virtual environment. You may consider getting a VR headgear to have a better immersive experience or exploring exhibitions by meeting family and friends physically located all over the Planet in a single Metaverse art show. The Metaverse can certainly help you building your art collection fast whilst allowing you to bond with the global artistic community as well as with new and old friends.

From an 'Artist-Centric' to a 'Collector-Centric' Art Gallery World: the Future of the Art System



We really feel that, in the future, art businesses will need to further engage with the collector's soul, rather than focussing on the artist and their artworks to catch collectors' attention.

The art market and system should increasingly admit that buyers overwhelmingly purchase art to live with it. Hanging artworks at home does not mean diminishing the value of art to mere decoration: it means that art collectors want to appreciate art on a regular basis.

Art collectors have a heart...but has this heart changed? Or has the exponential access to artworks merely given more room to this heart's feelings, dreams and nature?

At Arrière-Garde, we know that the heart of the collector has always beaten for the preservation of history, for experiencing the thrill of the search, to tell a story, and, ultimately to reveal the personality of who has it in his/her chest.

We also know very well the mind of a collector beyond his/her heart, and that financial profit is not the major reason for buying art. For the true art collector, visual pleasure relating to the artwork's story and the artist history are the real longstanding values of the art they buy. Creative capital is above and beyond economic capital.

Our collectors tell us that a work's aesthetic appeal is frequently the gateway to a deeper exploration of the artist and their career. Among active art buyers in the artworld today, only approximately 17% admitted being buying art without significant consideration for the works' content or the artist's background or career trajectory. Moreover, when asked about the biggest factors to consider when buying art, collectors reported aesthetics as the most important, cited by 78% of respondents—three times the number that cited an artwork's potential to increase in value as a key motivating factor.

Collectors also tend to see their homes as a reservoir of personal and cultural meaning, as a beacon of visual experience for guests, and a learning and formative narrative in the field of history of art for their children. And this is yet another reason why art galleries and the market should shift from an 'artist-centric' tactic that depicts the artist as an unreachable and glamorous celebrity so to convey the exclusivity and the scarcity of the pieces he/she produces. This for sure creates a halo around the selling process and increases the price point an artist production may reach. However, this also somewhat overlooks the subjective and considerate ways through which collectors engage with art and artists, leaving their true motives and deeper needs not totally fulfilled over the process of acquiring art pieces.

ABOUT US

We are a Metaverse Art Gallery which believes in a new future for the Art World in the Post-Digital Era.

We push the boundaries of Contemporary Art by curating VR exhibitions with art works by exceptional talents who are socially, ethically, and politically committed to the making of a more equal, sustainable and fair World.

Our Programme of Virtual Reality Exhibitions explores the most current and pressing matters in a globalised human hub.

We are for Art Collectors interested in technology, social equality, ecology, scientific development, and alternative perspectives which improve the prospects of Planet Earth.

In recent years, there has been a democratisation of the collecting world, and a trend against the remoteness of the 'white cube' and its sense of snobbism and exclusivity. We support and promote this process, as the collector's space has expanded to a younger, engaged, and aware audience.

For us, Art in the Metaverse, and online sales, are tools for the democratisation of visual culture and the most effective and far-reaching way to connect collectors with artists. For information and art advisory contact us: info@arriere-garde.co.uk | +44 (7) 388 031491, or visit www.arriere-garde.co.uk

All the art shown in our Metaverse Exhibition Programme can be acquired in our Online Salerooms. Opening soon in February 2023 at www.arrieregarde.co.uk





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