



# Art, Finance & Technology

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# Art & Finance

## Finance

- Private bankers
- Wealth managers
- Family offices
- Private investors
- Art/collectibles fund promoters
- Art insurance companies
- Art trading companies
- Etc.

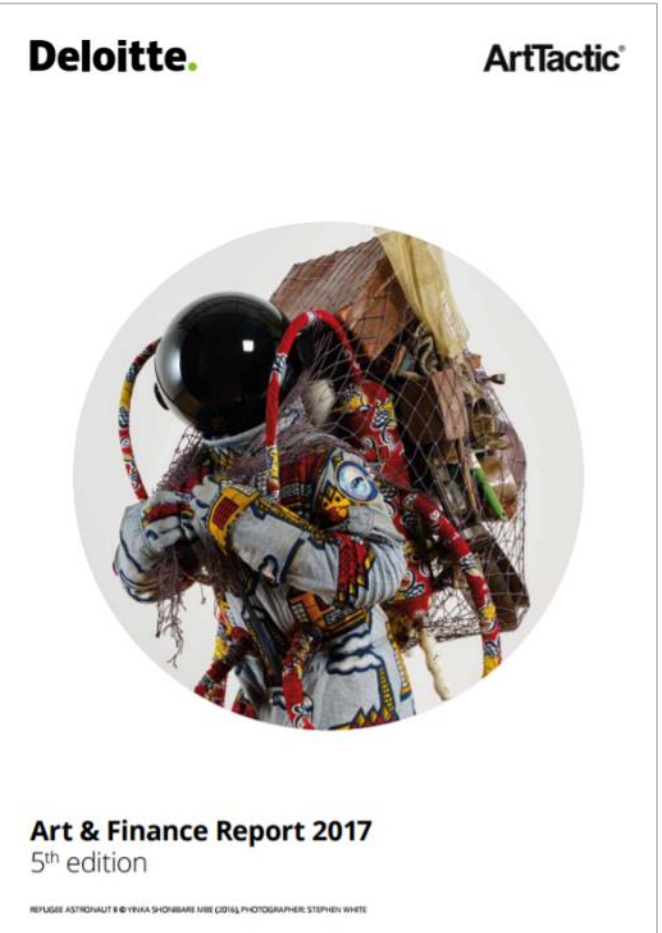


## Business

- Companies selling art
- Digital art companies
- Art logistics companies
- Art & media companies
- Technological art companies

## Culture

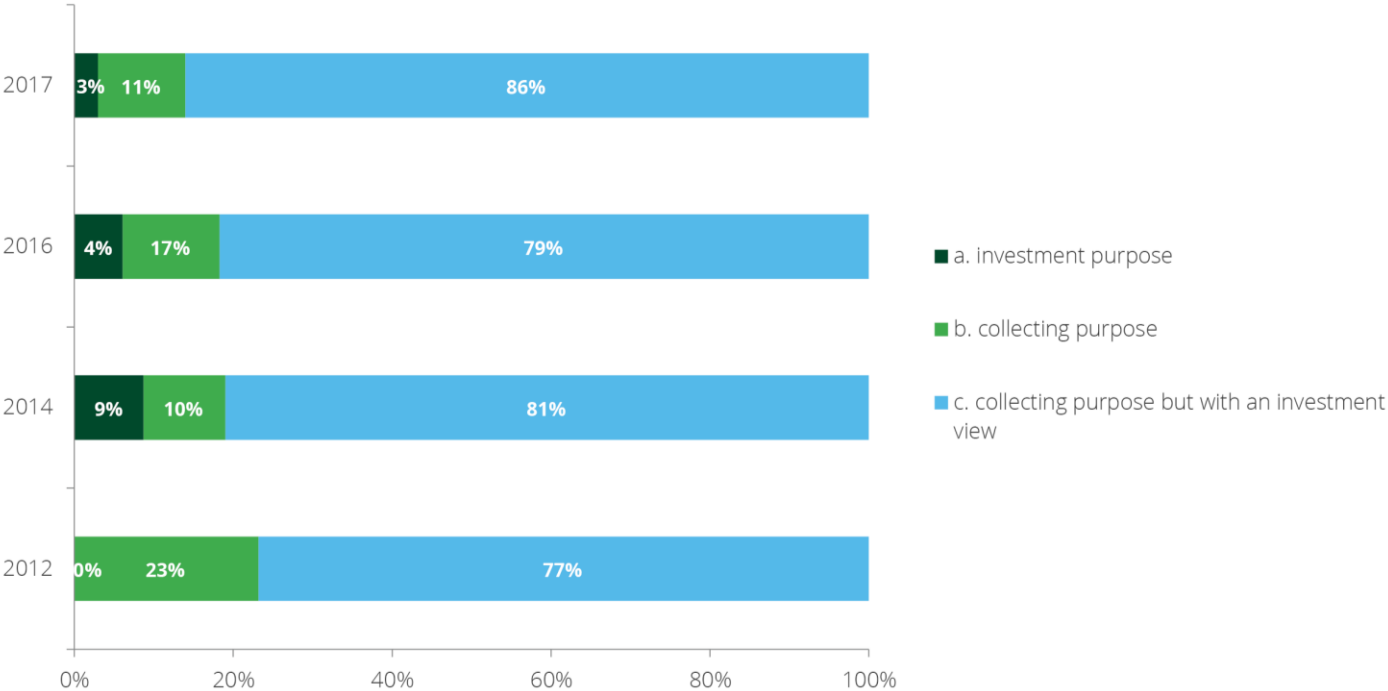
- Public museums
- Private museums
- Corporate collectors
- Private collectors
- Etc.



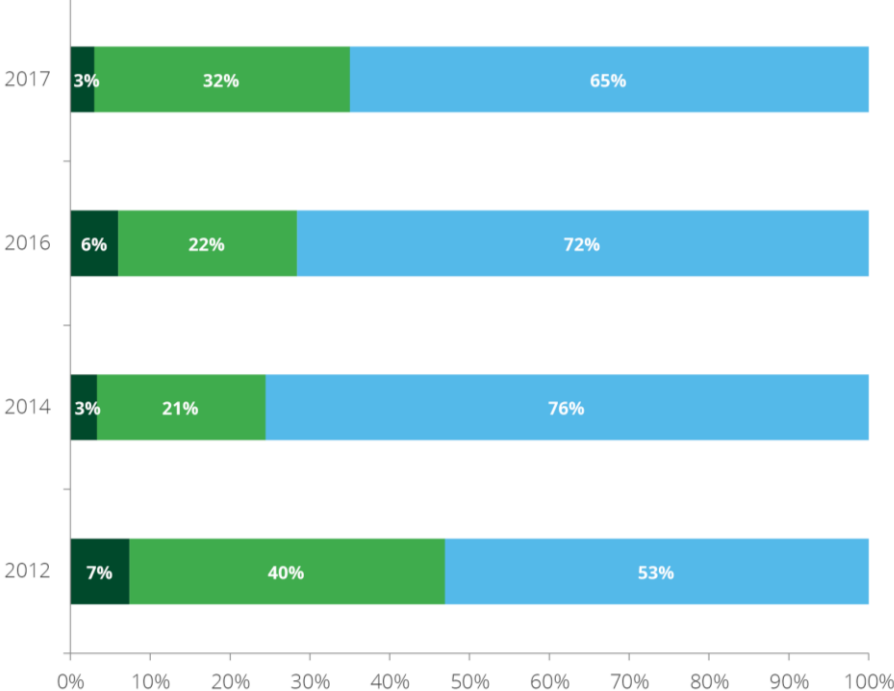
**Sample**  
69 Private banks; 27 Family offices;  
107 Art collectors; 155 Art professionals  
from 24+ countries

# Emotions & investment

Why do your clients buy art? (Art professionals)

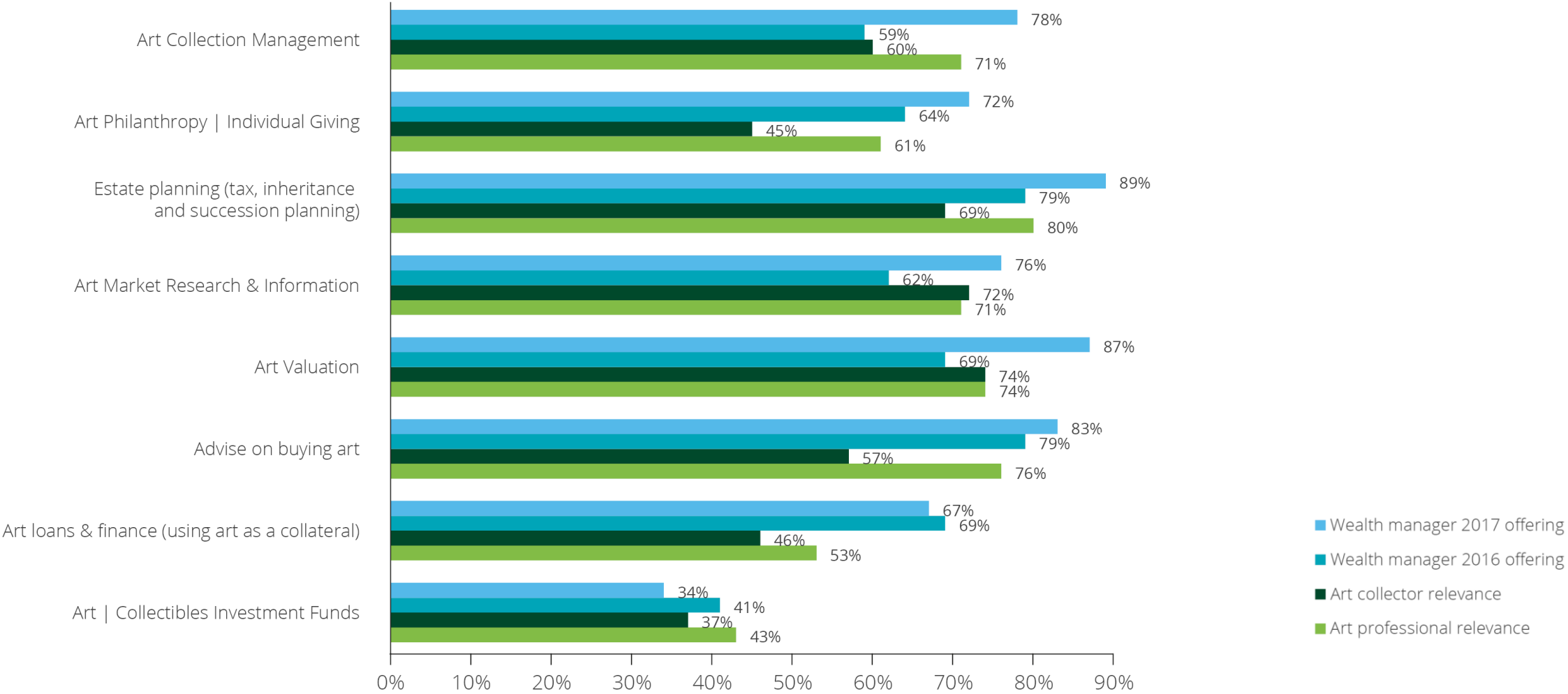


Why do you buy art? (Art collectors)



Source: Deloitte Luxembourg & ArtTactic Art & Finance Report 2017

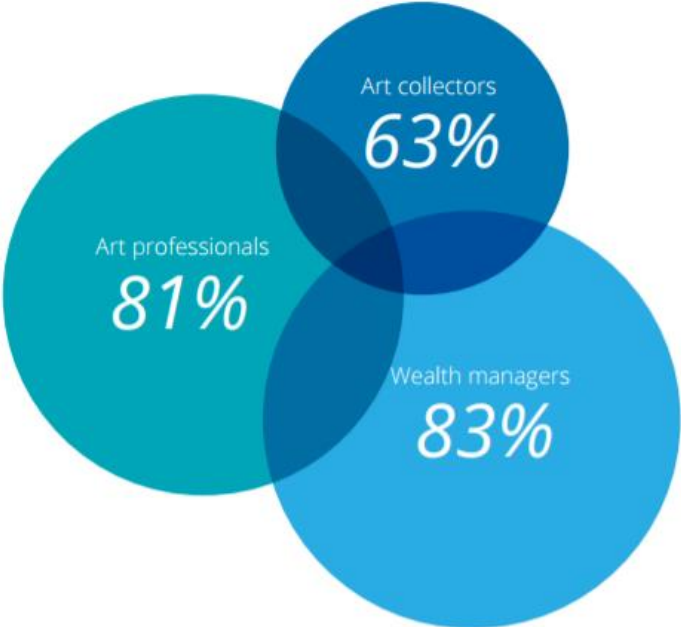
# Financial services demand and offering



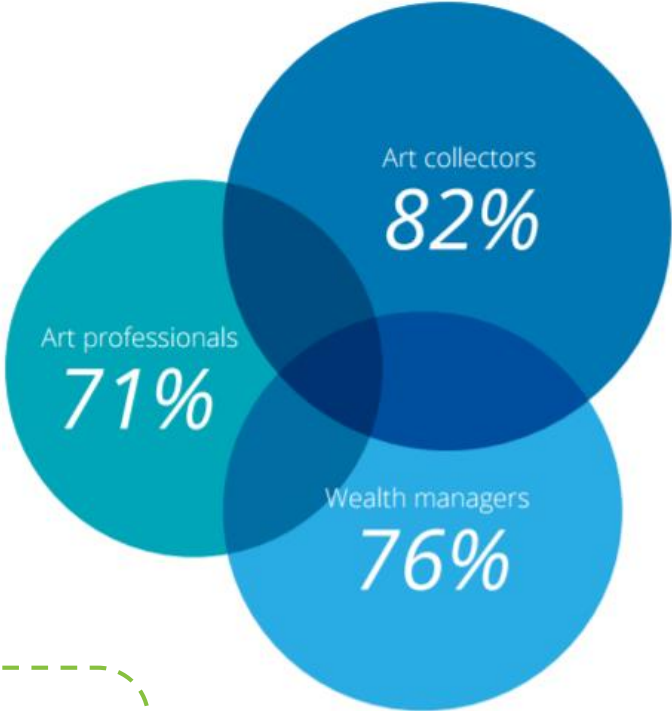
Source: Deloitte Luxembourg & ArtTactic Art & Finance Report 2017

# Top 3 biggest threats to the reputation of the art market

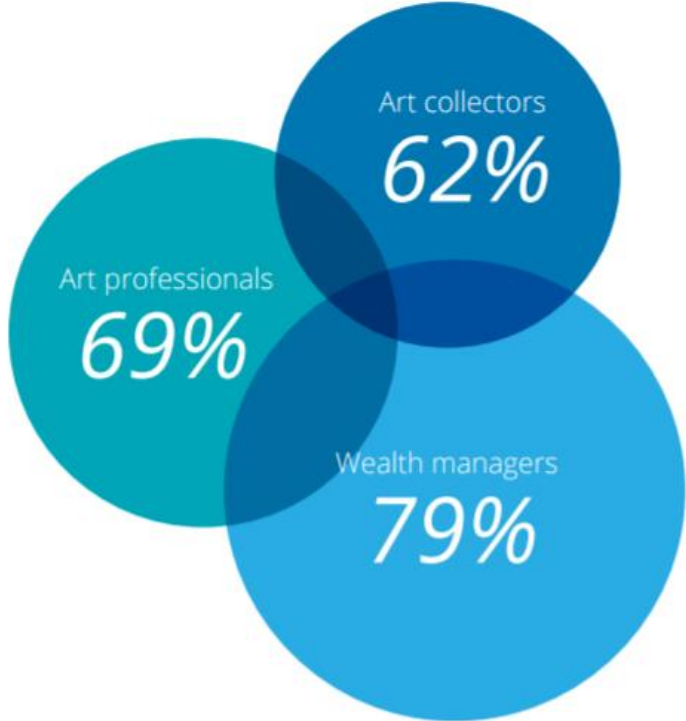
## Authenticity



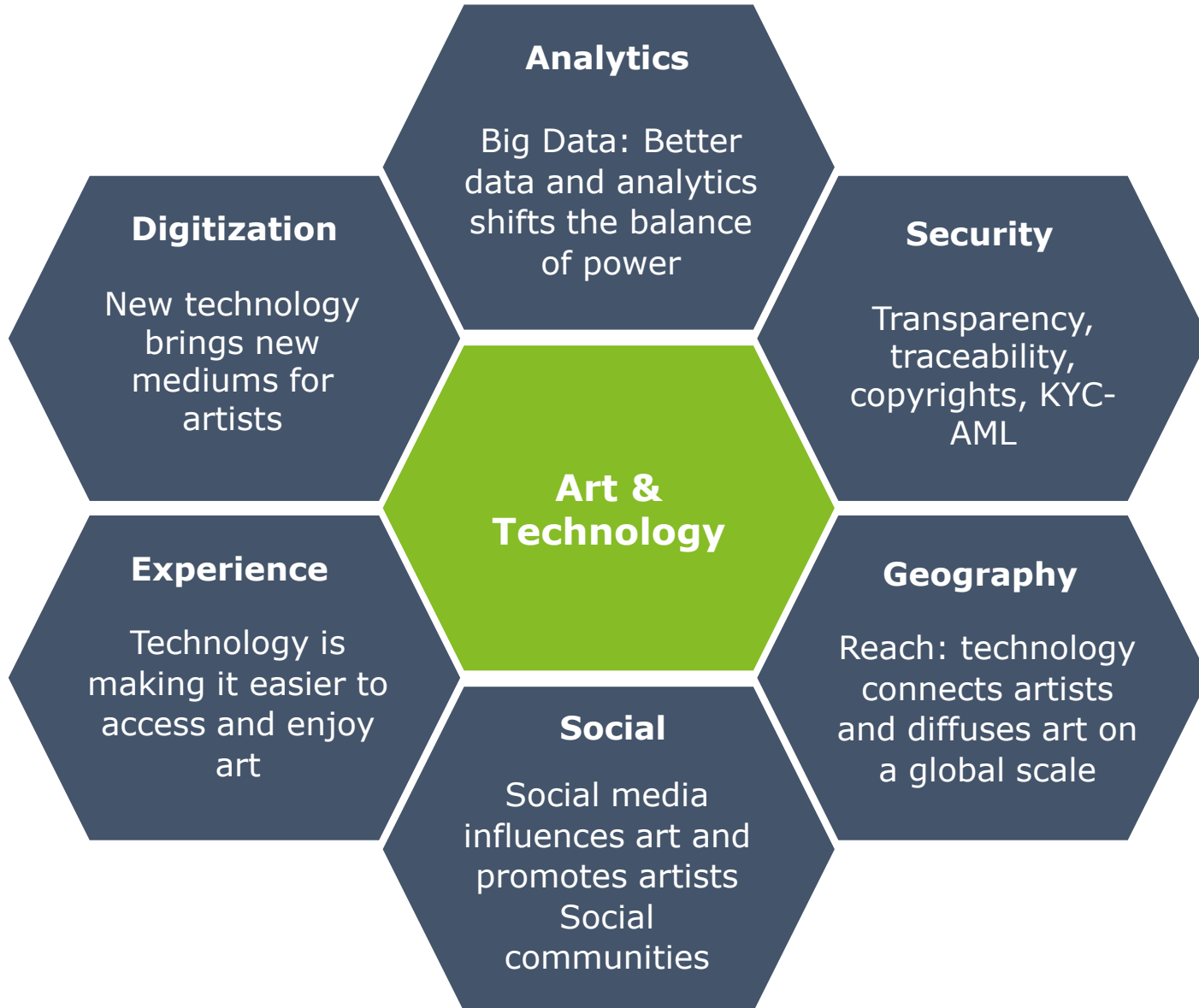
## Price manipulation



## Lack of transparency



## Art & Technology – Six keys facets



# The market for art market data and analytics



- **Having** the data is not the same as being able to **use** the data effectively



- Investment in **education** / data literacy is needed



- Investment in refining and developing 'analytical tools' to help the Art & Finance industry address issues around **risk management** and **valuation**.



- The need a **competitive market** place for art market data, analytics and research.



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