



 SAATCHI ART

## Invest In Art

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2017 Report:  
Emerging Artists  
to Buy Now

[saatchiart.com/invest-in-art](http://saatchiart.com/invest-in-art)

## About Saatchi Art

Based in Santa Monica, California, Saatchi Art is the world's leading online art gallery, offering more than 650,000 original paintings, drawings, sculptures and photographs by over 75,000 emerging artists from over 100 countries. Saatchi Art is redefining the experience of buying and selling art by providing art lovers with complimentary art advisory services and an expertly curated selection of art, while giving artists opportunities to exhibit and sell their work to a global audience.

At Saatchi Art, we pride ourselves on supporting emerging artists and providing our community with the best possible experience. Since our inception, we have welcomed artists to showcase their portfolios free of charge, paid artists well above the industry standard—65% on every artwork sold—and worked to provide superior customer service to both our artists and collectors without fail. To discover the world of Saatchi Art, please visit [saatchiart.com](https://saatchiart.com) and sign up for our newsletter. For further reading, please visit our online magazine *Canvas* at [canvas.saatchiart.com](https://canvas.saatchiart.com).



On the cover:  
**Alfie Kungu**, *Big AI* 86 x 23 in  
 Learn more on p. 29

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## Opening Remarks



Over the past decade the art world has grown dramatically, expanding into an extraordinary \$45 billion<sup>1</sup> global market. More people than ever before are going to public art installations and museums, which each year report record visitor figures. New markets have emerged in China, Brazil, and Russia as a result of advancing economic development. The sheer number of people buying art around the world is at an all time high.<sup>2,3</sup>

One of the key factors in this expansion is the internet, which has opened up a traditionally exclusive world that has not been easy to access. The internet has allowed many more people to discover art from all over the world, and through online galleries in particular they have been able to translate their passion for art into buying it at affordable prices.<sup>4</sup>

With an increase in knowledge about the art world and the opportunity to learn about artists' works in an accessible way online, collectors are now not only looking for works they love, but wanting to feel

confident that the art they purchase might also be an investment—especially at the emerging end of the market.

Loving the artwork you buy should always come first, but if you are thinking about acquiring a work by an emerging artist that might increase in value, it is definitely worth spending time doing research by going to exhibitions and degree shows to see work by recent MFA graduates. The more art you see, the more knowledgeable you will become, which is important for anyone thinking about art as an investment.

With Saatchi Art's *Invest In Art* report, we've done the research for you in order to present some of the most exciting new artists graduating from the world's top art schools. In this report, you will find my recommendations for 12 emerging artists who hail from all over the world. I hope you enjoy discovering this next generation of rising stars, and I look forward to helping you bring home artwork you love.

*Rebecca Wilson*

Rebecca Wilson, Chief Curator and VP, Art Advisory, Saatchi Art

<sup>1</sup>TEFAF. *TEFAF Art Market Report 2017*. Report. Prepared by Prof. Dr. Rachel A.J. Pownall: European Fine Art Foundation (TEFAF), 2017. <sup>2</sup>Hiscox, and ArtTactic. *The Hiscox Online Trade Report 2016*. Report. London: Hiscox, 2016. <sup>3</sup>The Art Newspaper. *Visitor Figures 2016: Christo Helps 1.2 Million Visitors to Walk on Water*. Javier Pes, José da Silva and Emily Sharpe. March 29, 2017. <http://theartnewspaper.com/reports/visitor-figures-2016>. <sup>4</sup>Hiscox, and ArtTactic. *The Hiscox Online Trade Report 2017*. 2.

## Using This Report

### Discover Tomorrow's Art Stars Today

Buying artwork by emerging artists is a smart way to start building an art collection. Not only do you have the chance to be among the first to buy from a future art star, but there tends to be much greater access to an artist's work—both in terms of price and availability—at the start of their career. In addition, the risk of forgery, which can be a concern at the top end of the market, is virtually non-existent.

To help collectors navigate the world of emerging art, Saatchi Art presents its bi-annual *Invest In Art* report as a guide to making investment decisions. As chief curator of the world's leading online gallery, Rebecca Wilson draws on assiduous research and years of experience to recommend a selection of outstanding emerging artists from all over the world for each report, offering collectors the chance to acquire works with strong potential to increase in value.

Since launching the series in 2013, the aim of this report has been to extend the guidance of an expert curator to collectors and to offer them access to rising talent whose works might otherwise prove difficult to acquire. Many of the artists featured in this report have not yet been taken on by brick-and-mortar galleries, so the opportunity to discover them before they make their big break is a feature of Saatchi Art's online gallery.

While there are never guarantees when it comes to investing in art—collectors should always buy what they love first and foremost—many of the artists carefully chosen for past editions of our *Invest In Art* series have gone on to enjoy significant career success and see the value of their artworks more than double. Read more about past *Invest In Art* artists in the section “Where Are They Now” starting on page 14.

Disclaimer: This *Invest In Art* guide is not in any way meant to render legal, accounting, financial or investment advice, or to serve as a substitute for any other professional services with respect to purchasing art, investing in art or the global art market generally. If you require legal, accounting, financial, investment or other qualified expert advice or assistance about the information included in this guide or about the global art market generally, we recommend that you consult with a qualified professional. The purpose of this guide is to educate the user, and no financial, investing or aesthetic decisions should be made solely based on the information included in this guide. Any and all decisions with respect to purchasing art, whether through Saatchi Art or elsewhere, are at the sole discretion of the user of this guide.





Artist Nasbami  
Learn more on p.31

## Market Overview

In 2016 the global art market was valued at \$45 billion, up 1.7% from 2015.<sup>5</sup> Meanwhile, online art market sales were up 15% from 2015, reaching an estimated \$3.75 billion. A secondary estimate, from Art Basel and UBS's most recent report, put online sales at \$4.9 billion.<sup>6</sup> Primarily representing the lower end of the market (classified as works priced at \$10,000 or less), online art sales now account for 8.4% of the overall art market, up from 7.4% in 2015.<sup>7</sup>

Last year's trends continue to play a significant role in driving online art market growth, with the addition of several emerging patterns in buyer behavior and online art discovery. Existing art collectors continue to purchase more art online, with the growing acceptance of alternatives to the traditional gallery model. Satisfaction remains high with the online art buying experience, driving repeat purchases. Specifically, the number of online art buyers that have bought more than a single artwork in the last 12 months grew to 65%, up from 63% in 2016. While the majority of online art purchases continue to occur below the \$5,000 price point (79% in 2017, up from 78% in 2016), 60% of galleries report

an increased willingness among clients to buy more expensive (>\$5000) art online, up from 42% in 2016.

The internet continues to service new collectors looking for transparency, accessibility, and increasingly education and expertise, when it comes to purchasing art. Eighty-eight percent of art buyers state that price transparency is essential to their decision to buy online, and 73% said they would like expert advice before making an online art purchase decision. Saatchi Art's Art Advisory service, which provides free art consultancy to collectors and the trade, has grown clients 67% Q1'17 on Q1'16.

Savvy online art buyers are using social media more than ever for art discovery and education, with Instagram emerging as the most preferred platform. Fifty-seven percent of art buyers (up from 48% in 2016, and 34% in 2015) name Instagram as their top platform for art-related social media use. Saatchi Art's Instagram followers are up 185% for 2016 over 2015. Based on this data and the confidence both buyers and gallerists are manifesting, Hiscox predicts online art market sales will reach \$9.14 billion in 2021.<sup>8</sup> (See Appendix B).

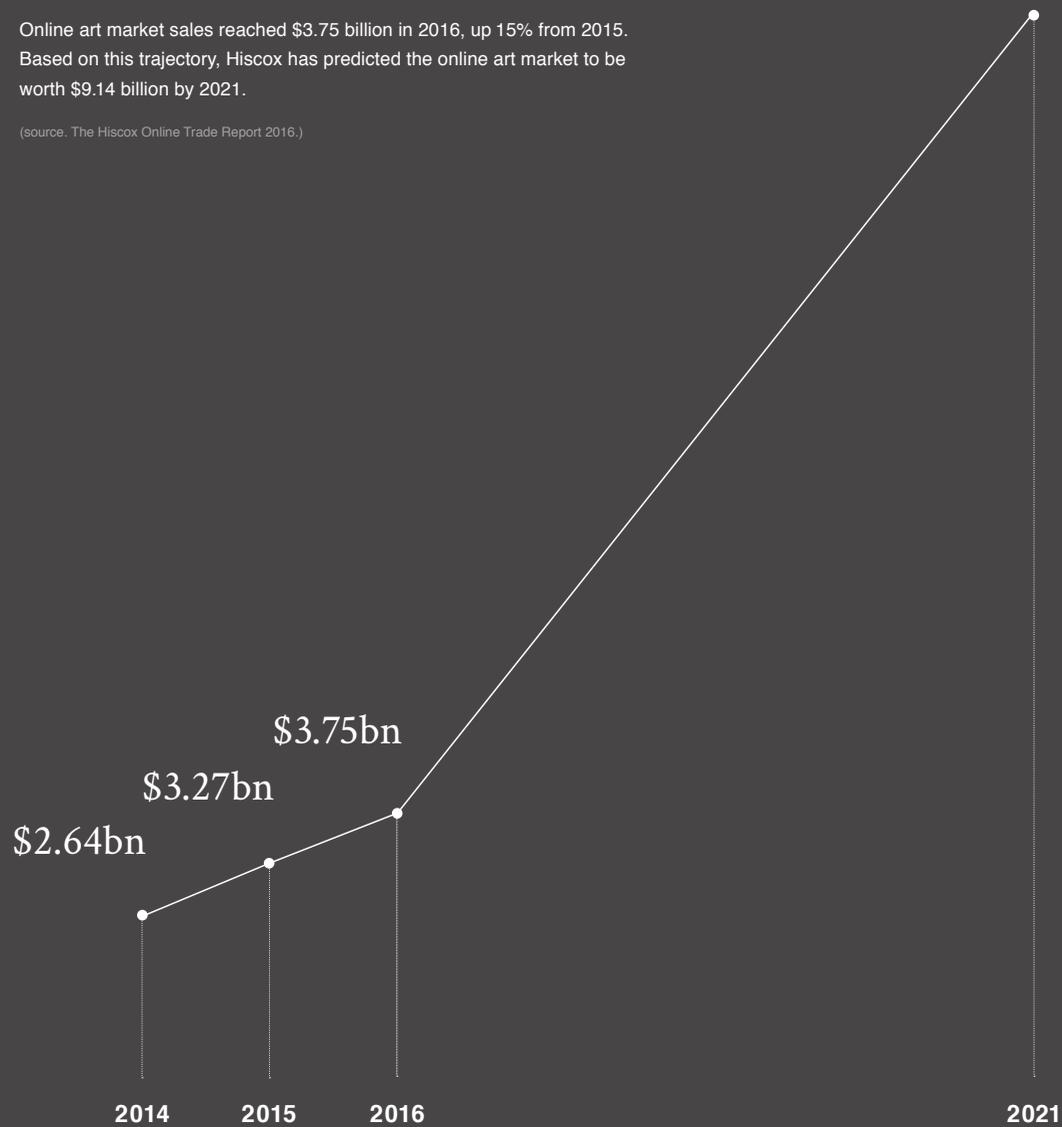
<sup>5</sup> TEFAF, *TEFAF Art Market Report 2017*. Report. Prepared by Prof. Dr. Rachel A.J. Pownall: European Fine Art Foundation (TEFAF), 2017.12 <sup>6</sup> Art Basel, and UBS. *The Art Market I 2017 Report*. Prepared by Dr. Claire McAndrew: Art Basel and UBS, 2017.127. <sup>7</sup> Hiscox, and ArtTactic. *The Hiscox Online Art Trade Report 2017.9*. <sup>8</sup> Hiscox, and ArtTactic. *The Hiscox Online Art Trade Report 2017.24*.

# Online Art Market Growth

\$9.14bn

Online art market sales reached \$3.75 billion in 2016, up 15% from 2015. Based on this trajectory, Hiscox has predicted the online art market to be worth \$9.14 billion by 2021.

(source: The Hiscox Online Trade Report 2016.)



## ONLINE ART SALES ARE INCREASINGLY INTERNATIONAL

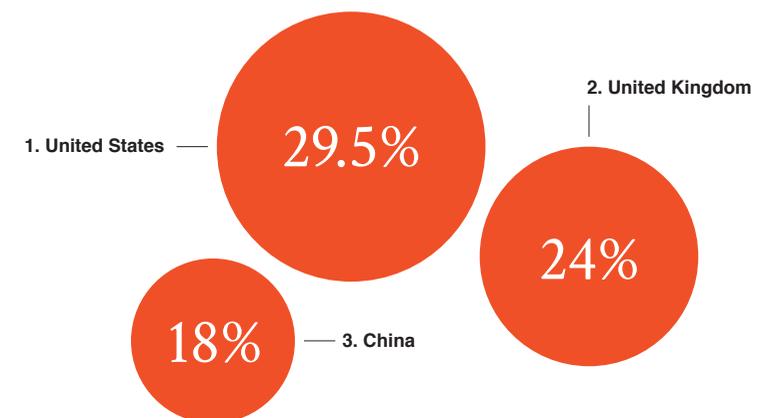
Connecting Collectors and Artists from Around the World

### The Top 10 Countries Saatchi Art Has Shipped to in 2016



### Global Art Market Share by Value in 2016: Top 3 Countries

(source: TEFAF Art Market Report 2016)



## Why Invest in Art?

There are no guarantees when it comes to purchasing art, and you should always feel happy with what you're buying. If, however, the investment side of buying art is an area that you want to consider, then buying works by emerging artists is one of the best places to start.

David Stevenson of the *Financial Times* has said buying emerging art is "the equivalent of investing in frontier market equities. Rather than buying the global names that appear in the big auctions or the best galleries, you invest in the artistic equivalent of Mongolia or Cambodia: the young artists coming out of MFA programs."<sup>9</sup>

As an asset, original artwork retains its value better than other asset classes. In the past 40 years when inflation has been high or rising, art has retained or increased in value head and shoulders above commodities, bonds, and equities. In fact, art demonstrates a very low correlation with other financial asset classes, making it a strong and stable investment when the market is in flux. (See Appendix A).

Buying art as an investment might not be important to you and you may never wish to sell the works you buy. Even so, it's exciting to imagine that the work you are buying could be by a future art star that you discovered first.

### CASE STUDY FROM THE BUYER'S PERSPECTIVE:

## NPR's Uri Berliner's Art Investment Increases by 53%

In 2013, NPR journalist Uri Berliner took \$5,000 from a savings account and invested it in a variety of alternative assets, one of which was art. Before making his purchase, Berliner consulted with Cappy Price, an art consultant and former Wall Street portfolio manager, who advised him that art consistently weathers economic upheaval better than many other asset classes. "It outperforms in

times of economic turmoil and trouble. It has outperformed during all of the wars of the 20th century. It's outperformed during the last 27 recessions."<sup>10</sup> After searching online for artworks in his price range, Berliner found a painting he liked and purchased it for less than \$600 from Saatchi Art. A year later, he had the work appraised and learned that it had gone up in value by 53%.<sup>11</sup>

**"[Art] outperforms in times of economic turmoil and trouble. It's outperformed during the last 27 recessions."**

—Cappy Price, author of *Put Your Assets on the Wall*

<sup>9</sup> Stevenson, David. "Last Refuge of Overblown Fund Manager Fees." *The Financial Times*, November 11, 2011. <https://www.ft.com/content/26356ee0-09ff-11e1-85ca-00144feabdc0>. <sup>10</sup> Berliner, Uri. "The Art Of Investing: The Rewards Aren't Always Financial." NPR.org (radio), June 19, 2013. <http://www.npr.org/2013/06/19/191675947/the-art-of-investing-the-rewards-arent-always-financial>. <sup>11</sup> Berliner, Uri. "From Coffee Futures To Bulk Buying: A Year Of Adventurous Investing." NPR.org (radio), June 5, 2014. <http://www.npr.org/2014/06/06/319068065/from-coffee-futures-to-bulk-buying-a-year-of-adventurous-investing>.

CASE STUDIES FROM THE ARTIST'S PERSPECTIVE:

## Where Are They Now? Checking in on 11 *Invest In Art* Alumni

Since the release of the first *Invest In Art* report in 2013, many of the artists Rebecca Wilson has recommended have already gone on to achieve significant career successes. In the following pages, we revisit 11 *Invest In Art* artists of note.

### DAVID FREDRIK MOUSSALLEM



*Whitespace Poverty*, Courtesy Saatchi Art

David Fredrik Moussallem's mixed-media works blend a chaos inspired by "stories from the streets" with a harmonious compositional approach drawn from his background in graphic design and typography. Born in Lahti, Finland in 1985, David lives and works in Toronto, Canada. Since his selection for *Invest In Art* in 2014, David's work has been exhibited at galleries in Paris, New York City, South Florida, and Toronto, and at art fairs throughout the US, including a sold-out booth with Saatchi Art at the Affordable Art Fair New York in 2016. Most recently, his paintings were published in Condé Nast's *The World of Interiors* and *German Art Annual's* "Internationale Kunst Heute—2016."

Featured in *Invest in Art 2014*, ed. 3.

"My Invest in Art feature has been a transformative experience. Working with Saatchi Art has enabled me to fully focus on creating new works, while trusting them with excellent buyer communication, ongoing marketing, and logistics support. Their artist support system is unparalleled."

## KWANGHO SHIN



156 Untitled, Courtesy Saatchi Art

Kwangho Shin is known for his highly impastoed portrait paintings which depict abstracted faces on a monumental scale using gestural, energetic strokes of intense color in order to “express different emotions that are hard to explain.” Kwangho was born in 1983 in Seoul, South Korea where he continues to live and work. Since his selection for *Invest In Art* in 2013, Kwangho’s work has sold to private collectors around the world and has been exhibited extensively at galleries and art fairs in New York, Houston, Istanbul, San Francisco, Singapore, and Sydney. Most recently, his paintings were exhibited at Art New York in 2017.

Featured in *Invest in Art 2013*, ed. 1.

“Having my works at Saatchi Art has been one of the greatest gifts I have had. Saatchi Art has helped me in so many ways in my career and a very special opportunity was given to me thanks to them.”



Preparation, Courtesy Saatchi Art

## ◀ JULIEN SPIANTI

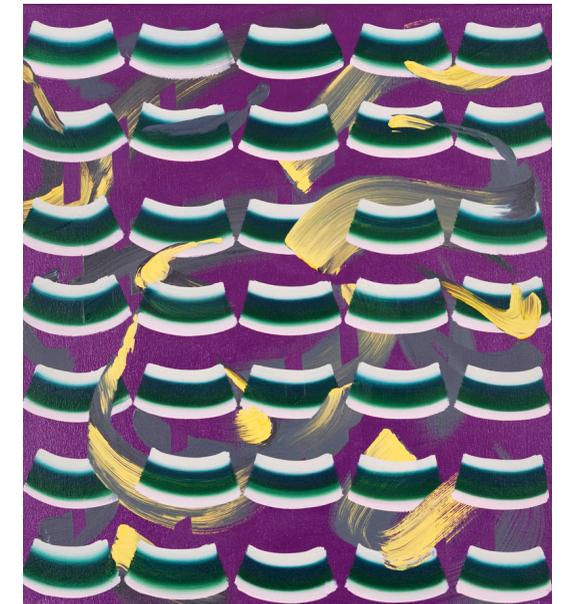
Julien Spianti’s surrealist paintings depict figures situated within deconstructed scenes that give way to otherworldly, atmospheric landscapes—to unsettling effect. Born in 1982, Julien lives and works in Paris, France. Since his selection for *Invest In Art* in 2014, Julien’s work has been selected for exhibitions in France, Belgium, Denmark, the Netherlands and Switzerland. Most recently, his paintings were exhibited at YIA Art Fair #08 in Maastricht in 2017. His paintings have been acquired for private collections around the world.

Featured in *Invest in Art 2014*, ed. 3

## VIVIEN ZHANG ▶

Vivien Zhang’s abstract paintings express a desire to reclaim the Chinese culture of her birth, conveyed in a series of abbreviated painterly marks. Born in Beijing in 1990, Vivien lives and works in London, UK. Since her selection for *Invest In Art* in 2013, Vivien’s work has caught the attention of curators, collectors and press the world over, with no fewer than 8 solo or duo shows across London, Berlin, Hong Kong, and Milan, and more than a dozen group exhibitions. In addition, her work has won or been shortlisted for multiple awards and scholarships, including the Abbey Award Scholarship for the British School at Rome in 2016. Most recently, Vivien was named to Forbes’ 2017 “30 Under 30: Asia: The Arts” and profiled in *ELEPHANT* magazine’s “New Establishment: Vivien Zhang.” Her paintings have been acquired by private and public collections.

Featured in *Invest in Art 2013*, ed. 2.



Order, Oscillation, and Pretence Gesture (Purple), Courtesy Saatchi Art



*The Head of Gauguin, Among Other Objects, Courtesy Saatchi Art*

## ◀ ERIN MORRISON

Erin Morrison's "relief" paintings, which combine paint, plaster, concrete and quilting, are a wonderful hybrid of painting and sculpture, abstraction and representation. Born in Little Rock, AK in 1985, Erin lives and works in Los Angeles where she earned her MFA degree in Painting at UCLA in 2014. After her selection for *Invest In Art* in 2014, Erin's work was featured in her first ever solo show at Samuel Freeman Gallery in Los Angeles, followed by another at Ochi Gallery in Ketchum, Idaho in 2016, as well as in a dozen group exhibitions across New York, Seattle, Portland and the Greater Los Angeles area. Her paintings have garnered publication in the *Los Angeles Times*, *New American Paintings*, *FLAUNT* magazine, and KCRW's Art Talk with Hunter Drohojowska-Philip.

**Featured in Invest in Art 2014, ed. 4**



*Greenland No.42, Courtesy Saatchi Art*

## ZARIA FORMAN ▶

Using only her fingertips, pastels, and charcoal, Zaria Forman creates ultra-realistic paintings of oceans and remote icy landscapes as a means of sounding the alarm around climate change. Born in South Natick, MA in 1982, Zaria lives and works in Brooklyn, NY. Since her selection for *Invest In Art* in 2014, Zaria's achievements include participation in Banksy's *Dismaland*, a solo exhibition at Winston Wächter Fine Art in New York City, and an art residency in Antarctica aboard the National Geographic Explorer. Zaria delivered a TEDTalk that aired on PBS, and in October 2016, she flew over Antarctica with NASA's Operation IceBridge. Her works are part of private collections around the world.

**Featured in Invest in Art 2014, ed. 4.**

## LOUIS FRATINO



*Ankleiden, Courtesy the artist*

Louis Fratino's paintings are an evocative mix of humor, beauty and melancholy, largely pulled from his own memories. Born in Baltimore, MD in 1993, Louis lives and works in New York City. Since his selection for *Invest In Art* in 2014, Louis' work has been exhibited at galleries in New York, Baltimore, Auckland, Los Angeles, and London, including in 2 solo exhibitions in 2016. In 2017, his paintings will be exhibited in group shows at Beers Contemporary (London), Thierry Goldberg (New York), and the HILDE (Los Angeles), among others. His work is part of private collections around the world.

**Featured in Invest in Art 2014, ed. 5.**

"My first sales of my mature painting work happened through Saatchi Art. I remember the pretty exhilarating feeling when I sold my first painting to a collector. It went to Portugal. It felt so amazing to have a little piece of me living somewhere I have never been. The fact that my paintings of intimacy and family life could resonate with people so far away, and live with them is special, and I am grateful to Saatchi Art for facilitating that. As a young artist, Saatchi Art gave me a platform to turn my artwork into subsistence, which has been crucial to my ability to maintain a studio practice."



*Drained in the Corner*, Courtesy Saatchi Art

### ◀ DEVAN SHIMOYAMA

Devan Shimoyama's paintings are what he calls "dreamscapes... wholly magical and universally human." Born in Philadelphia, PA in 1989, Devan currently lives in Pittsburgh where he serves as full-time art faculty at Carnegie Mellon. Since his selection for *Invest In Art* in 2014, Devan's work has been exhibited at galleries in Paris, New York, Los Angeles, Pittsburgh, San Francisco, and others. In 2016, the *Los Angeles Times* featured his work in David Pagel's "Critic's Choice" following his inclusion in the MFA issue of *New American Paintings* in 2015. Most recently, he was awarded the 2016 Miami Beach PULSE Prize at the PULSE Art Fair where he was represented by the Samuel Freeman Gallery.

**Featured in Invest in Art 2014, ed. 5**



*INC3*, Courtesy Saatchi Art

### LOU ROS ▶

Predominantly concerned with portraits that convey both the external world and his own inner life, Lou Ros is known for leaving his paintings seemingly unfinished to allow his viewers to fill in the void. Born in La Rochelle, France in 1984, Lou lives and works in Paris. Since his selection for *Invest In Art* in 2013, Lou's work has sold to collectors all over the world. His paintings have been exhibited at galleries in Paris, London, Cape Town, Munich, New York, San Francisco, and more, including a landmark group show called "The Fantasy of Representation" with Beers Contemporary that featured his works alongside Francis Bacon, Gary Hume, and others. Lou's paintings were chosen for publication along 99 of his peers in the Thames & Hudson book *100 Painters of Tomorrow*.

**Featured in Invest in Art 2013, ed. 2.**



*Madam Lorain*, Courtesy the artist

### ◀ BRADLEY WOOD

Likened to a "slacker Vuillard," Bradley Wood makes paintings which are as much about the "luscious butteriness of oil paint," as Wood puts it, as they are rich narratives about an eclectic cast of characters. Born in Regina, Canada in 1970, Bradley lives in Larchmont, NY and works in Long Island City. Since his selection for *Invest In Art* in 2014 and his subsequent solo show with Saatchi Art in New York, Bradley's work has been exhibited at galleries in Canada and the US, and at art fairs around the world, including PULSE Miami, where in 2016 his sold-out solo exhibition was shortlisted for the fair's prize for "artist of distinction." Most recently, his paintings were shown for the first time in Asia at Art Central Hong Kong with Sim Smith.

**Featured in Invest in Art 2014, ed. 3**

### ANDREW SALGADO ▶

Andrew Salgado's large scale gestural paintings explore concepts relating to the destruction and reconstruction of identity. Born in Regina, Canada in 1982, Andrew lives and works in London, UK. Since his selection for *Invest In Art* in 2013, Andrew's work has been the focus of 11 sold-out exhibitions, and has earned the praises of critics and curators alike, with a feature in *100 Painters of Tomorrow* (Thames & Hudson), and a nomination for the PULSE Prize Miami. In 2017, Andrew was the youngest-ever artist to receive a survey exhibition at The Gallery at The Canadian High Commission in London, entitled "TEN." Andrew will participate in 3 forthcoming solo exhibitions in 2017-2018 in Cape Town, Turin, and Zagreb, Croatia. He has been featured in *GQ*, the *Evening Standard*, *The Independent*, *METRO*, *The Globe* and more. His works are in private collections around the world.

**Featured in Invest in Art 2013, ed. 1.**



*Oh!*, Courtesy Saatchi Art

Artist Michael Nauert  
Learn more on p.32



## Introducing Invest In Art 2017

*Invest In Art 2017: Spring Edition* is our latest report compiled in order to help first-time and seasoned collectors acquire the works of emerging artists. For those interested in investing in art, this series offers the chance to discover new art stars and purchase works that have the potential to rise in value.

For this new edition, Saatchi Art Chief Curator Rebecca Wilson has selected 12 emerging artists of particular promise who have recently graduated from the

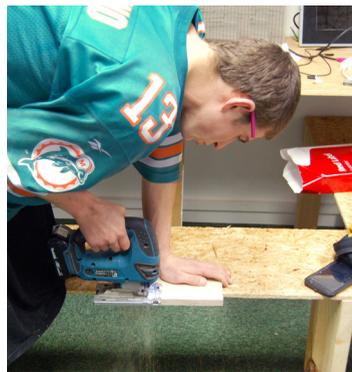
most prestigious art schools in the world. All of these artists are making distinctive work which is being recognized with international sales, awards, and invitations to participate in exhibitions and residencies.

As with all investments, we recognize that there are no guarantees and stress that collectors should always feel happy with the works they buy.

We hope you enjoy this selection of new artists, all of whom we are excited to have discovered and feel show great promise.



*Plug 3.3, 10 x 8 in.*



## JACK BODIMEADE

Jack Bodimeade has a BA (Hons) in Fine Art from Goldsmiths University of London and was named a Bloomberg New Contemporaries artist in 2016. He paints power outlets and connectors, likening the ergonomic and anthropomorphic qualities of these manmade devices to those of the human body and its functions. He works from found photographs, sourced online through the use of algorithms, and mirrors the organic nature of these images in his loose application of paint and handling of the brush. He has exhibited his works across London, most recently at the Institute of Contemporary Arts, APT Gallery, Kingsgate Workshops, and Mall Galleries.

Collect his works: [saatchiart.com/jackbodimeade](http://saatchiart.com/jackbodimeade)



*Dual Diagnosis III, 24 x 24 in.*



## MITSUKO BROOKS

Mitsuko Brooks is an MFA candidate in Painting/Drawing at UCLA and received her BFA from Cooper Union, New York. Her artistic practice stems from her interest in the ownership and the displacement of objects. Mitsuko creates collages from appropriated photographs, printed ephemera, and discarded books. She has exhibited her work extensively in solo and group exhibitions throughout the US as well as in Canada and Europe. Her work can be found in the permanent collection of the Smithsonian Museum, Archives of American Art in Washington DC.

Collect her works: [saatchiart.com/mitsukobrooks](http://saatchiart.com/mitsukobrooks)



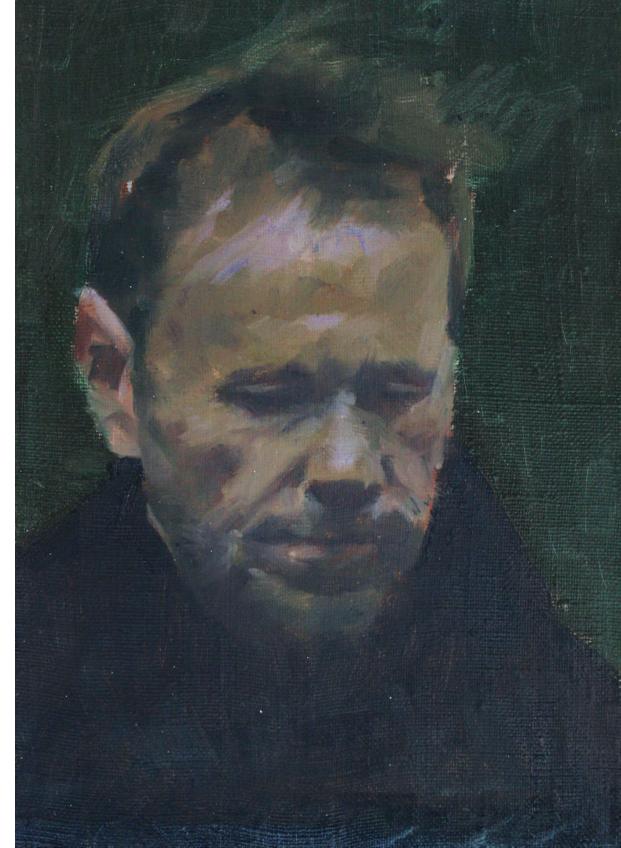
*Lips of Foam, Teeth of Sky, 72 x 48 in.*



## FELIX CARR

Felix Carr has a BA (Hons) in Painting and Printmaking from the Glasgow School of Art. He is the winner of the 2017 Stevenston Painting Prize, the Steven Campbell Hunt Medal for Poetic Creativity, and the Glasgow School of Art Dissertation Prize. Felix's paintings examine figure and form through an emphasis on gesture, physical expression, and mark-making. He has exhibited his works in the Glasgow and Edinburgh and was selected as one of the Royal Scottish Academy's New Contemporaries this year. Felix is preparing for the forthcoming New Scottish Artists exhibition at the David Roberts Art Foundation in London.

Collect his works: [saatchiart.com/felixcarr](https://saatchiart.com/felixcarr)



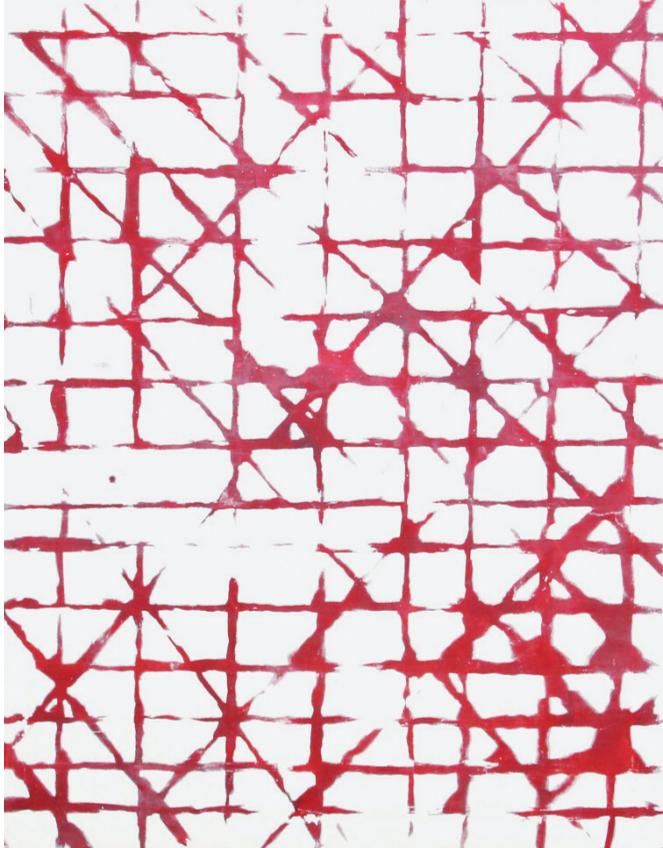
*Head Study, 5 x 4 in.*



## SAM DRAKE

Sam Drake has a BA (Hons) in Painting and Printmaking from the Glasgow School of Art. He was selected as one of the Royal Scottish Academy's New Contemporaries artists this year. He is the recipient of numerous prizes and awards, including the Walter Scott Purchase Prize, the Wells Art Contemporary Award, the Lynn Painter-Stainers Prize, and the Richard Ford Award. His figurative paintings and drawings evoke a somber mood, focusing on fragmentation and references to painting theory, literature, and histories both personal and social. Sam has shown his works in solo and group exhibitions throughout the UK.

Collect his works: [saatchiart.com/samdrake](https://saatchiart.com/samdrake)



*Untitled (NH2016-6), 34 x 27 in.*



*Two Good Friends, 48 x 28 in.*



## SIMON KO

Simon Ko is pursuing an MFA at Yale University, and completed his BFA from Cooper Union School of Art in 2011. While his most recent works reflect on the Dansaekhwa Korean art movement of the 1970's-1980's, Simon's artistic practice reveals an overall emphasis on materiality and process. His canvases are folded, cracked, and creased to reveal their hidden layers. Simon was featured in the "Friends on Facebook" exhibition at Umbrella Arts in 2011, and in 2012 participated in exhibitions at Vaudeville Park and AMO Studios in Brooklyn. Most recently, he exhibited in a solo show titled "Risus Purus" at Eve Gallery in South Korea.

Collect his works: [saatchiart.com/simonkoart](http://saatchiart.com/simonkoart)



## ALFIE KUNGU

Alfie Kungu has a BFA (Hons) from the University of the West of England in Bristol. He was named a Bloomberg New Contemporaries artist in 2016. Alfie creates both abstract and figurative works, playing with texture and bright colors. His figurative series "Legs" juxtaposes familiar brands and logos with anonymous figures, exploring identity and youth subcultures. He has been granted a residency at Spike Island Studio (Bristol) and has shown his works in several group exhibitions at galleries including Centre Space Gallery (Bristol), Republic Gallery (London) and Forty Seven LDN Gallery (Camberwell).

Collect his works: [saatchiart.com/alfiekungu](http://saatchiart.com/alfiekungu)



*Zoo Cleaner*, 118 x 90 in.



*Too Many Impulse*, 66.9 x 66.9 in.



## TOBIAS LENGKEEK

Tobias Lengkeek is a painter living in The Hague, Netherlands. He studied fine arts at the Royal Academy of Art The Hague. He has received numerous prizes for his work, including the Jan Roëde Award and Stroom KABK Invest Award, and was shortlisted for the Piket Kunst Prijzen in 2016. He looks to find meaning in the everyday and uses paint to simplify reality and to explore memory. He often depicts felled trees and piles of debris, exploring the tension that exists between nature and humanity, as well as destruction and decay. He has exhibited his work extensively throughout the Netherlands in cities including Amsterdam, The Hague, Antwerp, and Gouda.

Collect his works: [saatchiart.com/tobiaslengkeek](http://saatchiart.com/tobiaslengkeek)



## NASBAMI

Operating under the pseudonym Nasbami, conceptual artist Nazif Lopulissa is a graduate from the Willem de Kooning Academy in Rotterdam, Netherlands. Nasbami creates graphic imagery through the utilization of saturated colors and bold lines in his paintings, collages, textile works, and installations. As a member of the Tent x Tate Collective, Nasbami has had projects at one of the top museums, Tate Modern. He has participated in several solo and group exhibitions in the Netherlands.

Collect his works: [saatchiart.com/nasbami](http://saatchiart.com/nasbami)



*Construvium, 47 x 43 in.*



*Blind Man's Dog, 39.4 x 39.4 in.*



## MICHAEL NAUERT

Michael Nauert has a BFA from the School of the Art Institute Chicago. His works question the fears and inspirations of the human state, as they intend to confront the viewer with their innermost self. In 2014, Michael received three juried nominations in the Royal Academy of Art Summer Exhibition, and was a finalist at the GEISAI #20 art fair in Japan. Last year, he was featured in the juried publication, *New American Paintings* (Issue 125), which included Steven L. Bridges, assistant curator at Eli and Edythe Broad Art Museum, on the jury committee. He has received an SAIC Grant and Merit Honors Scholarship towards his bachelor's degree and exhibited at the Zhou B Art Center and Mars Gallery in Chicago.

Collect his works: [saatchiart.com/michaelnauert](http://saatchiart.com/michaelnauert)



## GEORG ÓSKAR

Georg Óskar received an MFA from Bergen Academy of Art and Design in Norway in 2016 and studied at Akureyi School of Visual Art in Iceland. Through his muted portraits, Georg aims to look beyond the oversaturation of commercials and advertisements to highlight the simplicity of daily life. His paintings have been exhibited extensively throughout Iceland, as well as in China. His works are in private collections in the US, the UK, Norway, Germany, and Iceland, as well as in the Rochester Museum of Fine Arts in the US. In 2016, Georg was featured in *Fresh Paint Magazine*.

Collect his works: [saatchiart.com/georgoskargiannakoudakis](http://saatchiart.com/georgoskargiannakoudakis)



*Untitled, 69 x 48 in.*



*Mark Makings on My Textbook in Class, 46 x 42 in.*



## ROMEE VAN OERS

Romee van Oers received her BA in Visual Arts from the Academy of Art and Design St. Joost in Breda, Netherlands in 2016. She creates simplistic gestures and washes in her paintings, using both muted and jewel tone colors. In 2016, Romee was nominated for both the Buning Brongers Prize and the Art on the Bund Award. She has exhibited widely throughout the Netherlands and has most recently shown her work in the Museum of Hilversum.

Collect her works: [saatchiart.com/romeevanoers](http://saatchiart.com/romeevanoers)



## HIEJIN YOO

Korean artist Hiejin Yoo received a BFA from the School of the Art Institute of Chicago and is an MFA candidate at UCLA. Hiejin's figurative paintings are explorations of everyday moments, monumentalized in flat forms and vivid color. She has won numerous awards and scholarships for her works, including the UCLA Department of Art Scholarship Award, the UCLA Art Council Award, and the D'Arcy Hayman Scholarship. She recently had her first solo show at Kopeikin Gallery in Los Angeles and has shown her works in group exhibitions in Los Angeles, Chicago, and Santa Barbara. Her works have also been featured in publications including *Fresh Paint Magazine* and *New American Paintings* magazine.

Collect her works: [saatchiart.com/hiejinyoo](http://saatchiart.com/hiejinyoo)

## Making a Purchase

### PURCHASING ONLINE

All of the artists introduced in this *Invest In Art* report showcase their portfolios online at Saatchi Art. You will find the latest edition, as well as editions past, at [saatchiart.com/invest-in-art](https://saatchiart.com/invest-in-art).

#### There you can:

- Purchase artworks
- Discover more of these artists' works
- Learn about their upcoming exhibitions
- Sign up for email alerts when they list new works for sale

## Art Advisory

For more personalized guidance in making a purchase, work one-on-one with our Chief Curator Rebecca Wilson and her team of experts who can recommend artworks based on your budget and preferences. Sign up for our complimentary Art Advisory services at [saatchiart.com/artadvisory](https://saatchiart.com/artadvisory) or email us at [curator@saatchiart.com](mailto:curator@saatchiart.com).

### WORLD-CLASS CUSTOMER SERVICE

From the moment you make your purchase, our customer support team will be in regular contact with you, taking care of everything as we ship your artwork from the artist's studio to your door.

### OUR COMMITMENT TO YOU

- 100% satisfaction guaranteed
- Proactive, transparent and prompt customer service
- Shipping included

## What Collectors Are Saying

"Most of my collection so far consists of work from emerging artists... I'd rather purchase multiple affordable pieces every year than only be able to add one or two expensive pieces by established artists to my collection. I've come to realize that following younger artists' careers has become part of the enjoyment."

- **Kim E.**, Saatchi Art *Invest In Art* collector

"I like to be able to say, 'I saw this work, I connected with it and it's from an emerging artist.' Obviously, I hope that some of these artists continue to grow in their art careers and become very successful... but I bought [the artworks] because quite frankly I love them."

- **Peter M.**, Saatchi Art collector and Art Advisory client

## About Rebecca Wilson

Rebecca Wilson is Chief Curator and Vice President of Art Advisory at Saatchi Art. She oversees all curatorial elements of the online gallery and leads Saatchi Art's Art Advisory program. In 2012 she created and spearheaded the innovative *100 Curators, 100 Days* initiative, showcasing the works of 1,000 emerging artists in what was touted as the world's largest online art exhibition.

Previously she spent 7 years at the internationally renowned Saatchi Gallery, London, most recently as a Director for the gallery. In her time at the Saatchi Gallery, she was instrumental in the launch of its online presence. In 2007 she created *New Sensations*, a highly coveted prize for art students which identified and supported the most exciting emerging artists in the UK. In 2009 she appeared in the BBC's *The School of Saatchi*, a 4-part TV series showcasing talented emerging artists and the process behind their work. Prior to joining the Saatchi Gallery, Wilson worked for 14 years in book and art magazine publishing: she was editor of *ArtReview*, and also served as deputy editor of *Modern Painters*.

Wilson has participated as an official jury member for the prestigious EyeEm photography awards and The Other Art Fair artist selection process. She was a guest editor for *Fresh Paint* magazine, curating a selection of 50 emerging artists from around the world, and has curated exhibitions in London, New York, Paris, Los Angeles, Dublin, and Austin, Texas. Wilson has over 10 years' of experience working with emerging artists.

# Appendix

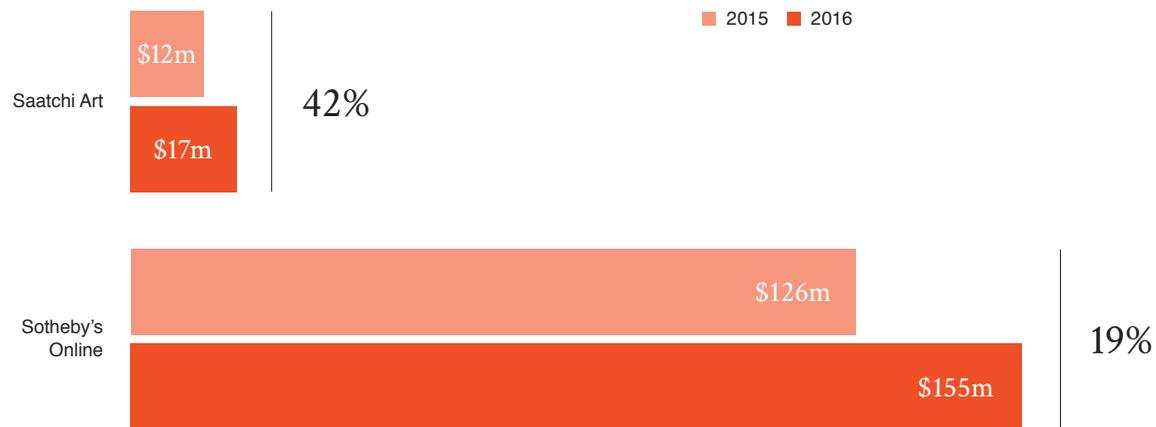
- A. Favorability of Art as Financial Asset Class
- B. Online Art Sales: Deep Dive Into 2017 Trends

# Appendix A

## Favorability of Art as Financial Asset Class

### Market Growth: Low End (price point <\$10,000) vs. High End (price point >\$10,000)

2016 growth rates for selected online art companies (source: Hiscox Online Art Trade Report 2017)



### Most Online Fine Art Purchases Remain At The \$5,000 and Below Price Point

The most common price range per painting bought online is \$1000 - \$5000

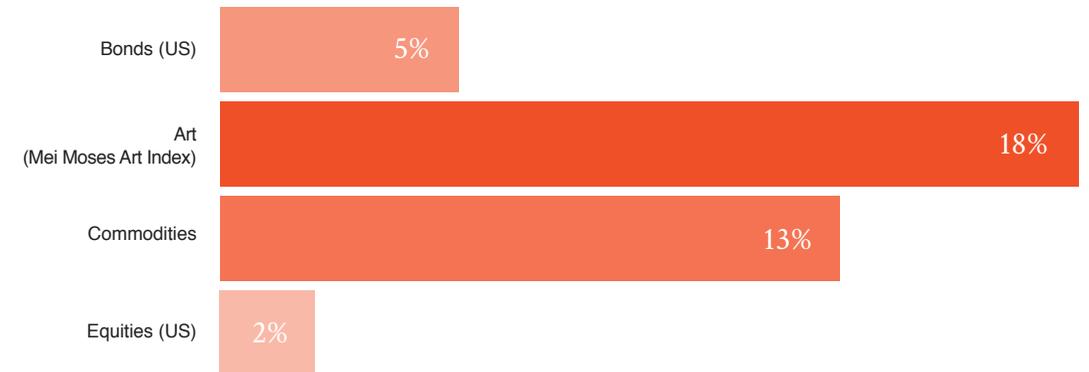
(source: Hiscox Online Art Trade Report 2017)

	\$100 & less	\$101 - \$500	\$501 - \$1,000	\$1,001 - \$5,000	\$5,001 - \$10,000	\$10,001 - \$25,000	\$25,001 - \$50,000	\$50,001 & above
Paintings	5%	15%	17%	28%	16%	9%	5%	4%
Drawings	18%	29%	21%	19%	5%	6%	2%	0%
Photographs	18%	26%	21%	26%	5%	2%	2%	0%
Sculpture	7%	22%	7%	29%	15%	12%	5%	2%

### Performance When Inflation is High and Rising

Asset class in period from 1973-2012

(source: JP Morgan 2016, ECJ Capital Research)



### Art Has Low Correlation with Other Financial Asset Classes

(source: JP Morgan 2016, ECJ Capital Research)

	S&P 500 Equity Index	MSCI EAFE All Equity ETF	FTSE NARBT All Equity REIT	Barclays Aggregate Bond	S&P GSCI Commodity Index	Mei Moses World All Art
S&P 500 Equity Index	1					
MSCI EAFE All Equity ETF	0.7367	1				
FTSE NARBT All Equity REIT	0.4909	0.4898	1			
Barclays Aggregate Bond	0.2137	-0.1783	0.0884	1		
S&P GSCI Commodity Index	0.1157	0.3593	0.1609	-0.2271	1	
Mei Moses World All Art	0.027	0.0882	-0.1365	-0.0902	0.2440	1

# Appendix B

## Online Art Sales: Deep Dive Into Early 2017 Trends

### DISCOVERY AND EDUCATION SIGNIFICANT MOTIVATORS FOR ONLINE ART BUYERS

Eighty-five percent of art buyers indicated that the search and discovery processes were key differentiators in their online purchase decision, and 52% reported that content was a key motivator in their online gallery choice. These online collectors are spending more time browsing for artworks, with 63% of visitors to online art buying platforms reporting spending ten minutes or more per visit, up from 58% in 2016.

Social media has become an even more important tool for the promotion and discovery of artworks, with 91% of galleries reporting the use of social media in their marketing efforts. Instagram has emerged as the preferred social media channel for art buyers, with 57% reporting that it is the platform they use most for art-related purposes (up from 48% in 2016 and 34% in 2015). For art buyers under age 35, this number was even higher, with 70% citing Instagram as their preferred social media channel. Instagram is Saatchi Art's fastest growing and most engaging social media channel, reaching 250k+ followers as of April 1, 2017, with an average engagement rate of 8%.

### OUR TOP 10s ON INSTAGRAM

#### Our Top 10 Favorite Artist Accounts:

@claire_desjardins_art	@geraldines_galleri
@heloise_delegue	@superfuturekid
@erinaart	@kriscoolens_painter
@annachurch_art	@agakoch.art
@matthew.dibble	@taylor.a.white

#### Our Top 10 Favorite Art Influencer Accounts:

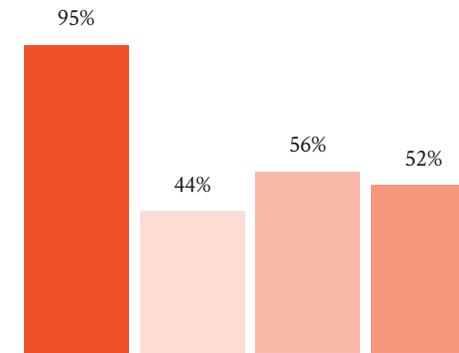
@thejealouscurator	@foryourart
@theotherartfair	@stefansimchowit
@brooklynmuseum	@pamm
@museummammy	@the.art.holes
@signepierce	@cultured_mag

59% of online art buyers expect to buy more art online in the next 12 months, and 56% of those buyers are motivated by 'investment value.'

### What Are Your Motivations for Buying Art?

(source: Hiscox Online Art Trade Report 2017)

- Emotional benefits (passion for art)
- Social aspect (being part of a scene)
- Value potential (return on investment)
- Identity and status (it defines who I am)

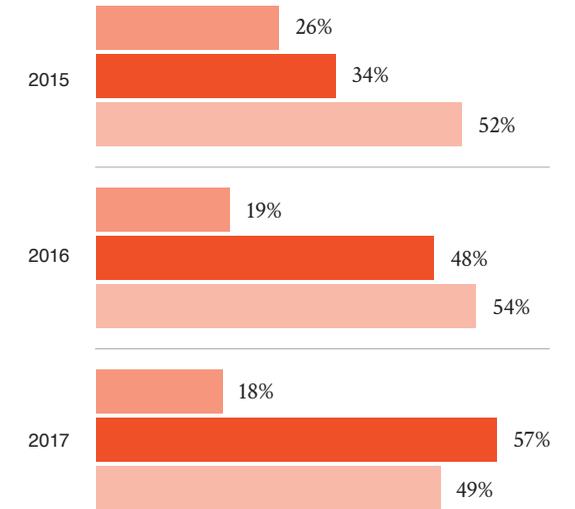


While preference for buying art online rose a considerable 8% from the year prior, preference for purchasing artworks offline also increased by 3% in 2017 over 2016. Most significantly, art buyers with 'no preference' shrank to 29% in 2017 (from 40% in 2016). An art buying population who is increasingly seeking out transparency, guidance and opportunities for personal education is indeed taking a more proactive approach when it comes to their art purchase decisions. With this in mind, Saatchi Art seamlessly integrated with sister property, *The Other Art Fair*, beginning in 2016, providing buyers with the chance to discover emerging artists both online and at the fair, unifying two important sectors of the art market.

### Preferred Social Media Platforms (%)

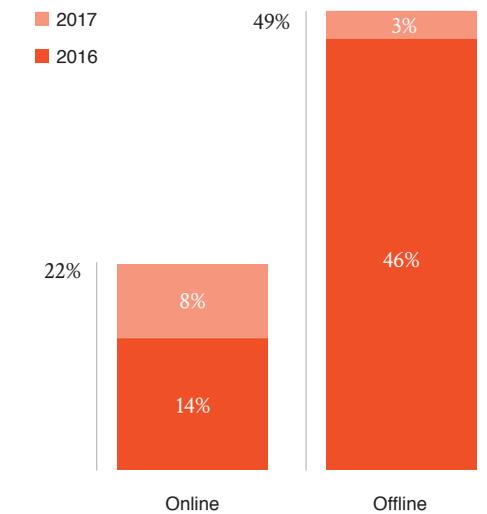
(source: Hiscox Online Art Trade Report 2017)

- Twitter
- Instagram
- Facebook



### Preference for Buying Art Online vs. Offline

2017 growth (source: Hiscox Online Art Trade Report 2017)





**SAATCHI ART**

*Be original. Buy original.*