Over the last decade the art world has changed dramatically. The art market has expanded into an extraordinary $60 billion global industry; more and more people are going to museums, which each year report record visitor numbers; new markets have emerged such as China, Brazil, and Russia; and the number of people buying art across the world has increased.¹²

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. With the internet many more people can discover art from all over the world, and through online galleries in particular they can translate their passion for art into buying it at affordable prices.³

With an increase in knowledge about the art world and the opportunity to learn about artists’ works in an accessible way online, collectors are not only looking for works they love, but want to feel confident that the art they purchase might also be an investment, especially at the emerging end of the market.

Loving the work 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 new MFA graduates. The more art you look at the more knowledgeable you will become—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 20 emerging artists based in the United Kingdom and United States. I hope you enjoy reading about the next generation of rising stars and I look forward to helping you make informed decisions about the art you purchase.

Rebecca Wilson, Chief Curator and VP, Art Advisory, Saatchi Art
Using This Report

Discover Tomorrow’s Art Stars Today

Buying artwork by emerging artists, who often have yet to find gallery representation, is a great way to start building an art collection. To help collectors navigate the world of emerging art, Saatchi Art, the world’s leading online gallery, presents Invest In Art, an ongoing series of reports to inform buying decisions. For each edition of Invest In Art, Saatchi Art Chief Curator Rebecca Wilson introduces a selection of outstanding emerging artists from around the world, offering collectors the chance to be among the first to discover new art stars and acquire works with the potential to rise in value.

Since launching the series in 2013, the aim of this report has been to promote promising emerging artists around the world whose artworks show strong potential to increase in value. In making each edition’s selection, Wilson draws on over 10 years’ experience working with emerging artists. Honed in part by 7 years spent as a Director of the prestigious Saatchi Gallery in London, where she created the highly regarded emerging art prize New Sensations, Wilson has an exceptional eye for rising talent.

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 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 “From the Artist’s Perspective” starting on page 12.
In 2015 the global art market was valued at $63.8 billion, down slightly from $68.2 billion in 2014. This decrease in total sales was attributed to lower gallery and auction sales, while the online art market grew by an estimated 24%. Primarily representing the lower end of the market (classified as works priced at $10,000 or less), online art sales were valued at $3.27 billion and now represent 7% of the value of all art sales. 

Several trends are driving the growth of the online art market. First, existing art collectors are increasingly purchasing art online, which suggests wider acceptance of alternatives to the traditional gallery model. Second, satisfaction is high with the online art buying experience, driving repeat purchases. It is expected that 48% of online art buyers plan to purchase again in the next 12 months. As a result of their positive online experiences, art buyers are spending more online than in previous years, with 42% of galleries reporting an increased willingness among clients to buy more expensive (> $5,000) art online. Additionally, the internet is engaging a hitherto underrepresented segment of the market, witnessing new art collectors entering the market through online galleries which operate on a more transparent, egalitarian basis than their brick-and-mortar counterparts. Nineteen percent of new art buyers aged 18 to 35 years made their first-ever art purchase online (up from 15% in 2015), with 86% purchasing within the $1,300 - $6,500 price range. Based on this data and the noticeable changes in buying patterns, Hiscox predicts online art market sales will reach $9.58 billion in 2020. (See Appendix B).

ONLINE ART MARKET GROWTH

<table>
<thead>
<tr>
<th>Year</th>
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<tr>
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</tr>
<tr>
<td>2014</td>
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<tr>
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<td>$3.27bn</td>
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<tr>
<td>2020</td>
<td>$9.58bn</td>
</tr>
</tbody>
</table>

(source. The Hiscox Online Trade Report 2016.)
Global Art Market Share by Value

(source. TEFAF Art Market Report 2016)

ONLINE ART SALES ARE INCREASINGLY INTERNATIONAL

Connecting Collectors and Artists from Around the World

The Top Ten Countries Saatchi Art Has Shipped From in 2016

1. United States
2. United Kingdom
3. France
4. Germany
5. Canada
6. Italy
7. Netherlands
8. Spain
9. Australia
10. Poland

Global Art Market

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Global Art Market Share by Value

(source. TEFAF Art Market Report 2016)

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3. France
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5. Canada
6. Italy
7. Netherlands
8. Spain
9. Australia
10. Poland
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.”

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.

(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.

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.” 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%.

CASE STUDY FROM THE BUYER’S PERSPECTIVE:

NPR’s Uri Berliner’s Art Investment increases by 53%

“[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
CASE STUDIES FROM THE ARTIST’S PERSPECTIVE:
Charting the Career Milestones of 3 Artists of Note

While no two careers are exactly alike—the various arcs in the pantheon of art history attest to that—there are certain achievements that can contribute to an artist’s long-term career and indicate investment potential.

Peter Doig

In 1990 Peter Doig, one of today’s foremost painters who commands among the highest prices at auction of any living artist, was an MA student at Chelsea College of Art, London, with works selling for under $10,000. In May 2016 his painting *Swamped* (1990) sold for $25.9 million. In the intervening years Doig had many solo shows, was shortlisted for the prestigious Turner Prize in 2004 and his reputation was sealed with a retrospective at Tate Britain in 2008.

While not every artist can expect a similar trajectory, the example of Doig and many others suggests that collecting works by emerging artists who demonstrate particular promise at the outset of their careers can be rewarding financially as well as emotionally.

1959
Born, Edinburgh, Scotland, UK

1990
MFA, Chelsea School of Art, London

1991
Won Whitechapel Artist Award

1994
Shortlisted for Turner Prize
Represented by Victoria Miro Gallery, London

2002
Represented by Michael Werner Gallery, New York

2005
Appointed Professor of Painting at Düsseldorf Academy of Fine Arts
Included in Saatchi Gallery’s exhibition *The Triumph of Painting*

2006
Pink Mountain sold at Christie’s, London, his first work to cross the $1M threshold

2007
White Canoe sold for $11.2M at Sotheby’s, London

2008
Major retrospective at Tate Britain, London; Musee d’Art Moderne de la Ville de Paris; Schirn Kunsthalle, Frankfurt

2016
Swamped sold for $25.9M at Christie’s, New York
Andrew Salgado is a young Canadian artist based in London whose large-scale figurative paintings have hung in exhibition with Tracey Emin and Gary Hume. By 2014, 5 years after receiving his MFA, Salgado had already enjoyed 6 straight sold-out solo exhibitions in London, Ottawa, New York, Cape Town and Copenhagen, and by 2015, his works had more than tripled in price.

Bradley Wood, Canadian-born and based in New York, has been likened to a “slacker Vuillard” for his buttery oil paintings of tony, decadent domestic scenes. Wood graduated from Rhode Island School of Design in 2006 and in 2016 his solo exhibition at PULSE New York was shortlisted for the fair’s prize for “an artist of distinction.” The works at the fair sold out.
Invest In Art 2016 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 20 emerging artists of particular promise who have recently graduated from the most prestigious art schools in the UK and US. 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.
Paula Baader has an MFA from the Royal College of Art in London, and completed her undergraduate studies at the Academy of Fine Arts in Münster, Germany. In 2015 her work was included in the prestigious Summer Exhibition at London’s Royal Academy, and in 2013 one of her paintings was exhibited at the Saatchi Gallery in London, having won Saatchi Art’s Showdown competition. Working with a subdued color palette, Paula creates abstracted paintings influenced by walking through cities, observing her surroundings and translating her fragmented thoughts and experiences into personal visual maps.

saatchiart.com/paulabaader
ANTHONY BANKS

Anthony Banks has an MFA in Painting from the Royal College of Art, London, and a BA (Hons) in Fine Art Painting from the University of Brighton. He uses paint to camouflage familiar imagery, revisiting postwar British painterly practices. His paintings have been exhibited internationally in cities including London, Brighton, Hangzhou, and Barcelona. Most recently his works were featured at the Swab Art Fair, Arcade Gallery, and The Marmite Prize for Painting V at Block 336 in London. His works have also been featured in publications including the Marmite Painting Prize catalog, All in the Delivery Magazine, and Playground Magazine.

saatchiart.com/anthonybanks

ED BURKES

Ed Burkes received a BFA (First Class Hons) from Falmouth University, UK. Ed was shortlisted for Bloomberg New Contemporaries and is the recipient of the 2016 Falmouth School of Art Purchase Prize. His works are inspired by everyday encounters with friends and strangers, which are transformed during the painting process, distancing them from their primary source and allowing viewers to project their own interpretations. Ed is the winner of a Wilhemina Barns-Graham Travel Award, and has exhibited his works in the UK at the Underdog Gallery and The Fish Factory Art Space in Falmouth.

saatchiart.com/edburkes
BEN EDMUNDS
Ben Edmunds received his BFA from the Wimbledon College of Art in London in 2016 and has begun his MFA at the Royal College of Art. He is interested in the formal tensions within a painting, how visually different elements interact on a canvas. Ben has had several exhibitions in Europe, including shows in London and Amsterdam. Most recently, he participated in the Affordable Art Fair in London. Ben’s work is in both private and public collections in the UK, US, and Norway. He has also been shortlisted for the Prunella Clough Scholarship and was runner-up for the East Anglia School’s Portrait Prize.
saatchiart.com/benedmunds

NICHOLAS GRIFFIN
Nicholas Griffin received his BFA from Falmouth University and was a winner of the Midas Award in 2016. His paintings are inspired by disparate source materials, sometimes derived from personal photographs or drawings, other times from found material. Memories, dreams, music and film serve as the starting point for many of his paintings, which convey a sense of transience; figures seem to drift in and out of each composition.
saatchiart.com/nicholasgriffinart
KATHARINE HUNT
Katharine Hunt has an MFA from the Slade School of Art, London. She paints with a soft and muted color palette, creating abstracted delicate figures that seem to dance lightly across the surface of her works. Katharine earned her BFA in painting from the Chelsea College of Art and Design in London, where she has exhibited her work extensively in group shows.
saatchiart.com/katehunt

SUNYOUNG HWANG
Sunyoung Hwang received her MFA from Royal College of Art, London in 2016 and her BFA with First Class Honors from Slade School of Fine Art, University College London. She creates great sense of depth and space in her abstract colorfields comprised of deep jewel tones. She has exhibited in solo and group exhibitions throughout the UK and Europe. She is the most recent winner of the Chadwell Award and has previously won the Steer Memorial Prize for painting. Her work is in private collections in the UK, the United States, Asia, Australia, and the United Arab Emirates.
saatchiart.com/issunyoung
JACK KILLICK

Jack Killick has a Postgraduate degree from The Royal Academy Schools, London, and a BFA from the Slade School of Art. He creates immersive environments through abstract paintings, drawings, and sculptures, and generates a sense of tension through the combined use of bold colors and strong geometric shapes and lines. His sculptural and painterly practices inform one another, as his paintings arouse an awareness of space, and they are, in a sense, sculptural environments or stages that are activated by the presence of a viewer. He has exhibited extensively in London.

saatchiart.com/jackkillick

MARKS LIKE A TREE, 15.7 x 11.8 in.

Clown, 25.2 x 30.3 in.

NINA ROYLE

Nina Royle has an MFA from the Slade School of Fine Art, London. She is the recipient of the Goldsmith's Company Aiden Therlfall Trust Award, which helped finance a six-month research project in India and Japan to study the relationship between color in art, culture, and location. Nina's abstract paintings are about shifting perspectives and the relationship between our surrounding external world and painterly language and expression. They have been shown in the UK, including group exhibitions at the Slade School of Art, SafeHouse Gallery and Flockton Gallery, London.

saatchiart.com/ninaroylepaintings

MARKS LIKE A TREE, 15.7 x 11.8 in.

Clown, 25.2 x 30.3 in.
**DEVLIN SHEA**  
Devlin Shea has an MFA from the Slade School of Fine Art, London. She works with a variety of mediums, including oil, acrylic, and ink, in her figurative paintings, which are characterized by a monochrome color palette and explorations of tender moments. Devlin has been awarded residencies at the Academy of Visual Arts HKBU in Hong Kong and the Banff Center in Canada. Upcoming exhibitions include a solo show at Surplus Space in Wuhan, China, as well as group shows at Exeter Contemporary Open 2016 in Exeter, UK, and the Wuhan Art Museum, China.  
saatchiart.com/devlinshea

**LAURIE SMITH**  
Laurie Smith received his BFA from Goldsmiths, University of London in 2016. His large-scale paintings evoke a sense of nostalgia through his flat and faded coloring. He creates his own style of graffiti by juxtaposing flat colors with faded markings and layering opposing geometric shapes. Laurie was awarded the Neville Burston Award for painting in 2016 and has been shortlisted for the Worshipful Painter/Stainer Award.  
saatchiart.com/lauriesmith
ARTISTS

Aschely Cone
Zachary Cramer
Ben Dunn
Tristram Lansdowne
Xiaoxuan Liu
Lydia Maria Pfeffer
Aliza Sternstein
Mathew Tucker
Taylor White

ASCHELY CONE

Aschely Cone has a MFA from the Maryland Institute College of Art and completed her BA in Liberal Arts at St. John’s College. Aschely’s paintings investigate notions of the double through the repeated motifs of arches and shields, which signify entry and obstruction, and the act of being veiled. Her work has been exhibited throughout the US and internationally in the UK and Germany. She has won numerous fellowships and grants for her work including The Henry Walters Traveling Fellowship in 2016 and was the finalist for the Toby Devan Lewis Fellowship. Aschely has completed international residencies such as the Cambridge Artworks Residency and the Y Residency in Berlin. Her works have been featured in New American Paintings magazine.
saatchiart.com/aschely

Shield Loop, 96 x 72 in.
ZACHARY CRAMER

Zachary Cramer has an MFA from Rhode Island School of Design, and completed his BA at Hamline University in St. Paul, Minnesota. He employs the use of animals to center the narratives in his works, the animals serving as both subject and object, and ultimately as icons. Zachary’s works have been exhibited throughout the United States, as well as internationally at the China Central Academy of Fine Arts Print Exhibition and the Kochi International Triennial in Japan. Most recently the New York Art Residency and Studios Foundation, an organization supporting artists and curators internationally, exhibited his work in The Glare.

saatchiart.com/zachcramer

BEN DUNN

Ben Dunn received his MFA in Drawing & Painting from the University of Washington in 2016. His artistic practice is informed by specific places and landscapes, as well as the tradition of Romantic landscape painting. Preoccupied by joinery, organic forms and the almost-meeting of things, he plays with the concept of painting and sculpture; although he is painting on two-dimensional surfaces, his canvases protrude into space and act very much like three-dimensional objects. His circular canvases—in shape—draw attention to the process of their creation by the hands of the artist. Ben has attended several artist residencies and has recently exhibited his works in a solo show at Sand Point Gallery in Seattle. He has exhibited paintings, sculptures, photographs and prints nationally and internationally.

saatchiart.com/bendunn
TRISTRAM LANSDOWNE

Canadian artist Tristram Lansdowne received an MFA from the Rhode Island School of Design and a BFA from the Ontario College of Art & Design. Tristram’s works are explorations of the history of illusionistic space and utopian trends in relation to the development of Modernist architecture, painted in watercolor with meticulous precision. He’s received several grants and awards including the Julius Griffith Award (2007), and his works have been shown in the US and Canada. Tristram is preparing for a group exhibition in England as well as 2 residencies this year at Salem Art Works (New York) and Kimmel Harding Nelson Center for the Arts (Nebraska City).

saatchiart.com/tristramlansdowne

XIAOXUAN LIU

Xiaoxuan Liu received her BFA from the Art Institute of Chicago, where she was the recipient of the Merit Scholarship. She has exhibited her work throughout the United States and abroad in China, Japan, and New Zealand. In 2015, Xiaoxuan was awarded the Presidential Award from SAIC. Her work has been featured in Fresh Paint magazine and Open Art Weekend Residency Diary. The narratives depicted in her work are reflective of her deep interest in literature. Her shapes that she incorporates are transformed into the figurative from her gestural quality.

saatchiart.com/xiaoxuanliu
LYDIA MARIA PFEFFER

Austrian artist Lydia Maria Pfeffer received an MFA in Painting from the School of The Art Institute of Chicago and a BFA from the Fashion Institute of Technology. Her background in music and performance informs her theatrical approach to paintings, which are about transformation and pull inspiration from pagan traditions, myths, and stories from around the world. Lydia received the Frank Shapiro Award 2 years in a row in 2012 and 2013, and more recently the Toby Devan Law Fellowship in 2016. Her works have been exhibited in the US, most recently in a solo show at the Center on Halsted in Chicago.

saatchiart.com/lydiamariapfeffer

ALIZA STERNSTEIN

Aliza Sternstein has an MFA from Boston University and a BA in Studio Art from Brandeis University. Aliza creates abstract paintings with rich and saturated colors that form large shapes and washes. Layered against her blocks of color are expressionistic marks indicating a sense of depth. Her paintings have been exhibited throughout the United States and in France. Most recently, her work was featured in the Boston Young Contemporaries exhibition. She has received REMIS Fellowship for Studio Art, as well as being awarded the Creative Arts Grant from the Leonard Bernstein Festival. Her work is featured on the cover of the poetry publication Fugue Meadow by Keith Jones.

saatchiart.com/asternstein
MATHEW TUCKER

Mathew Tucker is originally from the UK, and currently lives and works in New York. He received his MFA in 2016 from Hunter College, New York, and his BFA from Sligo Institute of Technology. His work has been featured in Fresh Paint Magazine, and he has exhibited extensively throughout New York, Dublin, and Sligo. In his paintings he explores non-places, transient spaces, colonised spaces, as well as the commonality of the everyday. His work is grounded in a dialogue between photography and painting, and he uses his own photographic images as inspiration for his paintings. Each painting does not seek to perfectly capture the likeness of a place, but rather highlight the structure and materiality of the painting itself.
saatchiart.com/mathewtucker

TAYLOR WHITE

Taylor White uses shapes and patterns as a point of departure in his abstract paintings—he lays out a composition only to revisit, complicate, and destroy his previous work through a spontaneous and uncontrolled creation process. He received a B.A. from the University of Mary Washington in Fredericksburg, Virginia. His works have been exhibited in the US, recently at the Mid-Atlantic New Painting biennial exhibition at Ridderhoff Martin Gallery and a solo show titled Hostages at the Leedy-Voulkos Art Center in Kansas City, Missouri.
saatchiart.com/taylorwhite

Gas Facility, 74 x 98 in.

Clear and Unbiased Facts About Francis, 65 x 65 in.
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.

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 or email us at 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

About Saatchi Art

Based in Santa Monica, California, Saatchi Art is the world’s leading online gallery, offering more than 500,000 original paintings, drawings, sculptures and photographs by over 60,000 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 all artists to showcase their portfolios free of charge, paid artists 70%—well above the industry standard—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 and sign up for our newsletter. For further reading, please visit our online magazine Canvas at canvas.saatchiart.com.

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 seven 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 four-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 A Financial Asset Class
B. Online Art Sales: Trends and Habits
Appendix A: Favorability of Art as A Financial Asset Class

Price point Resilience and Potential Upside
2015 growth rates for selected online companies
Online sales ($m) 2014 2015

(source: Deloitte Art & Finance Report 2016)

What is the average price per object bought online?
(source: Hiscox Online Art Buyers Survey 2016)

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<th>Category</th>
<th>£100 &amp; less</th>
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<th>£5,001-£10,000</th>
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<tr>
<td>Memorabilia</td>
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Performance When Inflation is High and Rising
In period from 1973-2012
(source: JP Morgan 2016, ECI Capital Research)

Art Has a Low Correlation with Other Financial Assets Classes
(source: JP Morgan 2016, ECI Capital Research)
Appendix B:
Online Art Sales: Trends and Habits

INCREASED ACCESS HAS OPENED UP ART COLLECTING TO EVERYONE

Social media and the marketing efforts of online galleries as well as brick and mortar establishments have opened up access to the art world. Channels like Facebook and Instagram have become the preferred tools among new art buyers for discovering and researching future art purchases with 31% indicating that social media aided in their purchase decision, up from 24% in 2015. Saatchi Art has experienced 70% growth in new social followers in 2016 over 2015, as well as seen a 33% increase in social traffic to saatchiart.com.

48% of online art buyers expect to buy more art online in the next 12 months, and 60% of those buyers are motivated by ‘investment value.’

In the next 12 months, do you think you will buy more art and collectibles online than in the previous 12 months?

Our top 10 favorite Instagram accounts for discovering art:
1. @JealousCurator
2. @booooooom
3. @doitfortheprocess
4. @brad_phillips_group_show
5. @artforum
6. @collecteurs
7. @jerrysaltz
8. @lacma
9. @avante.arte
10. @freshpaintmag

Baby Boomers are not only frequent online art visitors and buyers, they’re also bigger spenders.

THE EMERGENCE OF MILLENNIAL COLLECTORS

In 2016, 19% of first-time art buyers aged 18-35yrs purchased online, up from 9% in 2015.

39% of art collectors aged 60+ visit online art websites several times a week. 42% have bought art online. 84% spent more than £10,000 ($12,200) on buying art online in total. 12

What do millennials buy online?

Buying intentions for next 12 months

Why do they buy art?

Percentage who buy art online

SAATCHI ART

Be original. Buy original.