



Waving - Patriotic Demonstration' by Giacomo Balla, 1915

Artful investment

1858 Limited is a leading International Art Advisory firm providing independent and impartial advice to clients on all aspects of the art collecting process.

————— The holder of the prestigious Spear's Wealth Managers Art Advisory firm of the year award, 1858 Limited offers unique guidance to people who are passionate about art. The company specialises in providing discreet, expert and tailored advice covering all aspects of art collecting, from auction representation and acquisition to collection management and divestment.

We speak to Harvey Mendelson, Managing Director of 1858 Limited Art Advisory, to find out more about the services the company offers, together with the useful tips one should consider when navigating the art market.

Can you tell us a few terms or phrases an art auction novice should be aware of?

One of the most important factors auction novices should be aware of is that the process is not impartial. Auction houses look to achieve the highest possible price for an artwork, and so it is not favourable towards the buyers. However, if clients are looking to buy an artwork, which is up for auction, 1858 Limited can add significant value to the process. When it comes to selling at auction, we can manage the process including ensuring anonymity of the seller, selecting the most appropriate auction house and sale date in the



Reproductions appear on the market more often than people think. Extensive research is the key in identifying a work of art's authenticity.

How can one recognise an original work of art from its reproductions?

Before buying any work of art it is crucial to investigate the piece thoroughly to be sure the work is authentic. To an untrained eye, however, it can be very difficult to recognise a reproduction and it is always advisable to seek the help of a professional. This due diligence process is one 1858 Limited often undertakes and involves having an in-depth understanding of the artist

calendar and negotiating selling premiums. We also manage shipping and storage where appropriate.

How does one place a bid?

If you are attending, placing a bid generally requires registering in advance of the sale, and then making it clear to the auctioneer through a slight hand raise or head nod that you are placing a bid. However, many people prefer to remain anonymous when bidding or cannot attend a sale in person, and so send a representative, a service we often provide to our clients.

Is there one particular art genre that is the most popular?

The most popular genres for collecting and certainly for buying at auction are Modern Art and Contemporary Art. However, collectors should not buy art genres based on their popularity. At 1858 Limited we make a point of understanding our individual client's tastes and interests, because the first rule of buying art is buying art you love.

How to research art and gather information on whether or not it is a good investment?

Researching art involves seeing a lot of it and building knowledge of various artists, genres and mediums. The key to buying art is to buy pieces that represent not only potentially interesting financial investments, but also that guarantee an emotional return, which is where we begin the process with our clients. Understanding whether a piece is a good investment financially then requires further market research. An artwork's provenance and the price of other works by the same artist are some of the indicators that help us identify good investments. Before any piece is bought, we carry out a thorough due diligence process that ensures nothing has been overlooked, including factors such as any tax involved with buying a certain piece and what the insurance costs might be once it is bought. The art market is largely unregulated and so it is vital to be meticulous in gathering information before any purchase is made.

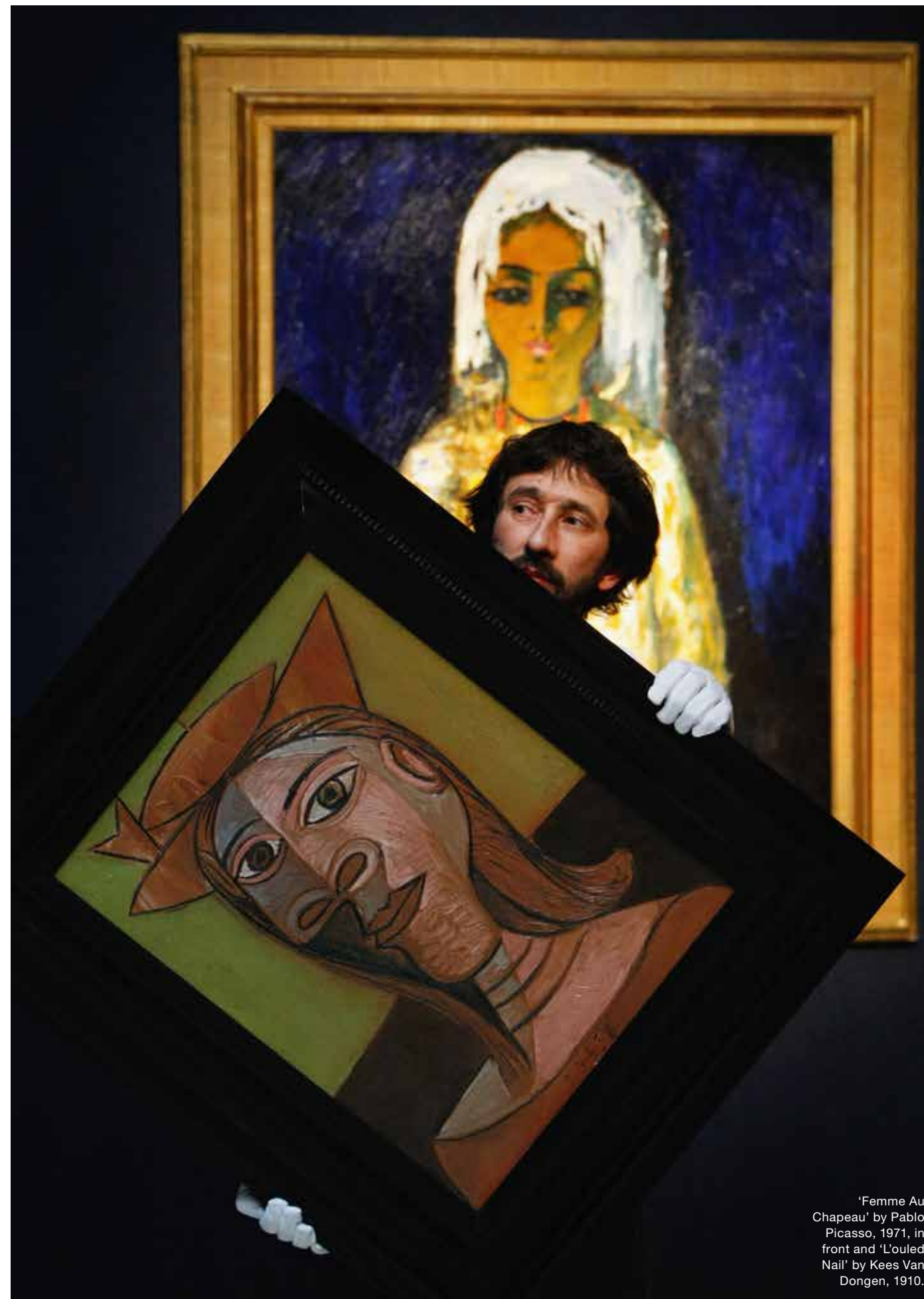
in question's work and style. Extensive research can also help identify a work of art's provenance, which can be the key to knowing whether a work is original. In some cases technical and scientific analyses can be carried out to find out things such as what pigments have been used and to see below the surface, all of which can help identify an artist.

The UAE is still a young and relatively inexperienced art market. What are the pitfalls and advantages associated with buying art here or investing in local art?

Buying art in a young market has its risks namely a result of the market's inexperience. As for buying pieces by UAE artists, that will have both advantages and disadvantage. Younger or less established artists can be riskier to invest in depending on how their careers progress. However, if buyers focus on art they are passionate about, the financial risks are mitigated against their emotional investment. Having the opportunity to get involved with artists at an early stage in their career can be hugely rewarding for buyers and is something which is more easily done in younger markets.

If a potential client wanted representation in buying art internationally, how could you help them?

We manage all aspects of the buying and selling process, including any shipping arrangements and the import/export licenses involved. We have clients all over the world and work with only the most trusted providers in these areas. One of our main roles is to provide our clients access to the finest international art, including for clients seeking to acquire museum quality works of art. With our help our clients find the exact pieces they are looking for. As a result of having unfettered access across the whole market, our clients benefit hugely, especially when it comes to visibility to off market works. We also conduct all due diligence on our clients' behalf to ensure they are buying authentic works at fair market prices. In addition, should our clients be looking for liquidity, we can assist them in raising finance against art. ■



'Femme Au Chapeau' by Pablo Picasso, 1971, in front and 'L'ouled Nail' by Kees Van Dongen, 1910.