



# Art *and* Antiques

AS AN INVESTMENT

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# ***ART AND ANTIQUES***

A work of art, artwork, art piece, piece of art or art object is an aesthetic physical item or artistic creation. A collectible object such as a piece of furniture or work of art that has a high value because of its age and quality. These fresh unique pieces are seen as a fulfilment to one's home décor and also an alternative investment portfolio. It's a combination of business and pleasure.

Just like fashion, everyone has a different style and taste. So, it's important to have exposure and education in this field to realize and understand the styles you never thought you would enjoy. The most important is that you should love what you are buying. Start visiting museums, antique stores, and homes that have antique pieces. Research about them in every way possible: google; books; probably they might also have a reference in some history books and newspapers. Follow the history and provenance makes sure it's real. This is not a minutes-long process, but rather a lifetime of learning.

Once you find something that interests you, estimate the value (not the price) of the antique by the following factors:

- Artist: More famous the artist, more will the price be and much more will the price increase in the coming years.
- Period it was made: In general, the older the work, more would its price be.

Quality, condition and rarity of the piece must also be considered before making a decision. The artworks and antiques can be bought from antique shops and dealers. Usually, the dealers charge more than the shops.





#### WHERE CAN I BUY?

- [artisera.com](http://artisera.com)
- [clickindia.com](http://clickindia.com)
- [invaluable.com](http://invaluable.com)

#### KEYWORDS

- Antique: over 100 years old
- Vintage: 25-75 years old
- Period (epoque) : Made at the time.
- Provenance: The history of the ownership of the actual object

Unlike other investments in your portfolio, this investment requires maintenance. The piece must be kept in medium humidity, an excess can result in rust or room for insects to thrive. If the humidity is less, the materials have a possibility of cracking. Both ways result in the damage of the piece which might affect its price. They must be kept away from direct sunlight, which can cause the colors on the piece to fade away, and dry out. The piece must be kept away from extreme temperature changes which can cause cracks if it is made of glass or ceramic.



This investment is vulnerable to trends. Buy artworks which are trending, if you would want to sell in the next couple of years. Also be careful, because these artworks can be popular only in its time and period. Therefore, it's not always important to follow trends, but buy things which move you, interests you and which is meaningful to you. Restoration of an old artwork increases its value. If it has a lot of restoration, better be a very good object. With respect to textiles, if a part of it is restored, it's completely fine. But don't buy things which have undergone bad restoration. Consult collectors and art experts before you buy, make sure don't overpay for a piece because that

would cut down your profits in the future. This would also ensure you don't buy a fake piece.

Don't end up under the impression that all works of famous artists are valuable and then paying exorbitant amount for their less successful works. As long as there are more artworks by new artists flow into the market, they would affect the tastes of the people which in turn affect the prices of the previous trends of art which you might have bought. It's very important to consider this fact because, in the end, the price would be what people are willing to pay. Hence, this market is always fluctuating and are not 'liquid' as compared to other investments

which can be resold to make a profit. If the word spreads that you have got an expensive work of art or antique at your home, you are at the sight of burglars. So, make sure you have the artworks insured. One of the most important risk is that they don't generate revenue.

### ***FUN FACT***

Jianping Mei and Michael Moses, two profs at NYU's Stern School of Business who have created the Fine Art Price Index, recently published a study of what four recent wars and 27 recessions did to painting prices. They confidently concluded: *"During the armed conflicts of lengthy duration of the last century, art indexes outperformed major stock indexes."*

*"The more history and documentation you have about the piece, the more it is worth."*

~Beverly Solomon.

It is always good to have something the central bank cannot print.

Therefore, markets can be up or down but what remains constant is the fact that Art and Antiques have been sound investments.

Supply, demand chain directly affects the market value of art and antiques.

The value depends on availability, condition, and quality.



Even if there are too many risks associated with this investment, it's still great for people who would want to put their money aside for a long time. The best part of art and Antiques is that it provides you the delight of living with them. Art and Antiques should be seen more as a hobby of collection than an investment, because if you are planning to sell a piece/ collection after decades you shouldn't be disappointed selling at a less price than expected or may not receive any return on investment.