



IRRATIONAL OPTIMISM

An Exhibition at A&D Gallery,
51 Chiltern Street, London W1

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1st March – 29th March 2017

release starts/

Artists: Arman, Peter Blake, Christo, Allen Ginsberg, Richard Hamilton, Keith Haring, Alain Jacquet, Jasper Johns, Jeff Koons, Mark Lancaster, Roy Lichtenstein, Claes Oldenburg, Julian Opie, Tom Phillips, Red Grooms, Dieter Roth, Cy Twombly, Andy Warhol and illustrations from Yellow Submarine.

collecting, buying, selling and making mistakes...

When it comes to buying original works of art either from an artist or a gallery that represents an artist, there is only one rule: If you love it, buy it. Whatever you do, do not think of it as part of your investment portfolio.

The same rule applies to the secondary market but if you decide to begin building a collection, there are a few things we have learned, while acquiring stock for the gallery, that you might find helpful.

IRRATIONAL OPTIMISM - This phrase explains our approach to purchasing art for resale because there is no 'art standard' set price.

There are blue-chip artists such as Andy Warhol and Jasper Johns, whose prices have risen year on year. Christo, Claes Oldenburg and Tom Phillips, may not be 'household' names but because of their importance in the development of contemporary art, any potential fall in price should be manageable & temporary.

Despite 'BREXIT' the art market is becoming increasingly global at all levels. Consequently the work of artists such as Arman and Jacquet, now generates more interest from British collectors.

Rarity is the other important factor in establishing the value of an artwork. A unique work is worth more than a multiple, a limited edition is worth more than a poster, a poster designed by the artist and printed in his lifetime is worth more than a poster for a posthumous exhibition. Signed works help but watch out for signed posters dated after the artist's death (yes, mistakes have been made).

You can't, however, look at rarity and artists separately, for example an important Lichtenstein poster may be worth more than a Claes Oldenburg drawing.

Finally we go back to the first rule:
Buy the work you love, it really will be 'a joy forever'.

release ends/

