

“Art is for everyone and that’s the aim I want to work for...”

KEITH HARING

ART
NET
WORTH

ART&INVESTMENT COMPANY

MISSION&VISION

ArtNetWorth is a consultancy company focused on the art business.

ANW offers products and services in order to contribute to improve the knowledge and the opportunities of individuals, galleries, companies and institutions through the application of strong competences and procedures built in economic and financial field.

Passion

A clear and safe art market, in which culture can join business practices to create positive and fair synergies.

Transparency

Professionalism

SERVICES



4G services were born in order to offer galleries, foundations, museums, archives, artists and individuals an innovative and flexible instrument, able to adapt to the multiple needs of the different groups of users.



Brand in art was born to offer companies interesting communication strategies based on the art world.



Arte per te was born in order to offer you the best evaluation and certification services for you and your goods.



Arte&Turismo offers public bodies and institutions expositive projects aimed at livening up the region's cultural life.



Portfolio is an innovative online platform that permits you to choose and buy the best contemporary art can offer.

ACCURATE EVALUATION

+

**AUTHENTICITY
CONTROL AND DECLARATION**

=

CERTIFICATION

The accurate evaluation of the goods is a reliable appraisal of their value, necessary for insurance, property or sale purposes.

The value is estimated in an analytical, independent and objective way through the fair value calculation, an index representing the artwork's real value, freed of market imperfections.



ArtNetWorth offers the possibility of checking the documents concerning the artworks' authenticity and, in case they turn out to be incomplete, getting the necessary documentation, BY addressing to the subjects officially responsible for the authentication of specific authors' artworks (as foundations, archives, experts...).



The Certification is the only internationally recognized document that is able to establish the fair value and the authenticity of an artwork. The ANW Certification has been awarded by the Italian Ministry of Cultural Heritage (MiBAC) and the control on the procedure execution is guaranteed by PricewaterhouseCoopers through the Standard ISAE 3000 certification issue.

FLASH EVALUATION

The Flash Evaluation addresses to everyone who is curious about discovering the real value of his/her goods in a simple and quick way.

By requesting the service, one of ANW experts will be at your disposal at the provided address in order to verify the value of your goods. Our specialist, at the end of the analysis, will verbally communicate the appraisal of the examined artworks, allowing the client to know the real value of his/her goods and to consciously decide how to manage them.

ONLINE EVALUATION

Thanks to the Online Evaluation, the user could get the appraisal of his/her goods comfortably from home from the price of 15 €.

After registration and ANW credits purchase, the client could upload the necessary information and know the evaluation of his/her goods within 72 hours. The information entering process is user friendly and the online payment method is simple and intuitive.

5.000 FAKES SEQUESTERES in 2011
of which 4.000 are CONTEMPORARY ARTWORKS

4G SERVICES. Get your art connected

What is it?

4G is an innovative and flexible system for artworks' digital filing, based on the new hologram sticker, a tamper-proof and anti-forgery label placed on the tracked artwork's back and linked to the relative technical document available online.

Who are they addressed to?

4G is addressed to galleries, foundations, museums, archives, artists and individuals.

How does it work?

Users could access the information concerning the artwork by simply entering the relative alpha-numeric code in the apposite area of the website www.anwforyou.com or scanning the QR Code on the sticker by mobile or tablet.

Which benefits?

Through the traceability sticker, the user will have the opportunity to create a virtual archive in order to simplify the control and the management of his/her collection thanks to a quick and practical filing system.

The digital identification of goods will facilitate the control of the artworks' information and certification documents, guaranteeing the authenticity of the good and the linked information thanks to the intervention of an independent player, super partes and external to any conflict of interests.

GET YOUR ART CONNECTED.
ENTER THE AGE OF
**THE ART MARKET
TRANSPARENCY**
PROJECT 4G FOR GALLERIES.

4G SERVICES. Get your art connected

Which information?

Thanks to the ANW hologram, the current and future owners, art dealers, institutions staff or visitors could access to the following information categories (adaptable to clients' activities and goals):

- Artwork image
- Artwork technical data
- Artwork authentication
- Artist biography
- Artist exhibitions and activities
- Data concerning the artwork provenance
- Other information (i.e. filing code, artist biography...)

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The first ID for Art

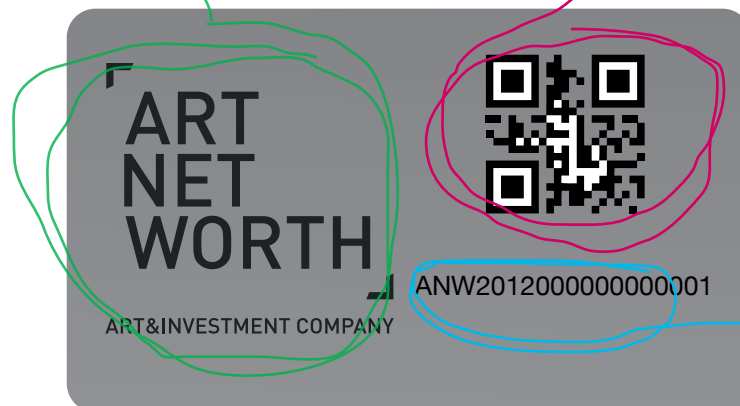
ANW HOLOGRAFIC LOGO

LOGO ON THE STICKER
REALIZED IN ORDER TO FIGHT
FORGERY

QR CODE

IT PERMITS THE MOBILE
ACCESS TO THE ARTWORK
DATA

Improving the transparency
level on the art market by
the digital identification of
artworks



ALPHANUMERIC CODE

IT PERMITS THE
ACCESS TO THE
INFORMATION
CONCERNING THE
ARTWORK THROUGH
THE SPECIFIC WEBSITE

TRACKING METHODS



tablet



mobile



pc

50X90MM

BY PUTTING THE STICKER ON THE ARTWORK'S
BACK, TRACEABILITY IS GUARANTEED. THE
ADHESIVE FEATURES GUARANTEE THE SECURITY
HOLOGRAM

4G SERVICES. Get your art connected

Traceability benefits

- Immediate Access to artworks' data at anytime (including the authentication documents);
- Digital Archive of artworks in order to facilitate the collection control and management;
- Preventing the phenomenon of artworks' counterfeiting and forgery;
- Possibility of customizing the service according to the user's needs (i.e. artworks location, code attributed by the filing method already in place, information for the public...);
- Information update (artist's curriculum vitae will be annually checked);
- Increasing the efficiency of the artworks' authentication system by the responsible subject (digitalization is faster, simple and effective);
- Data access for future owners;

Additional benefits

- Access to special deals with insurance companies for the artworks stock and transport;
- Gallery, artist and institution promotion through the ANW network (more than 3.000 contacts);
- Special price access to the ANW Press Office service for occasional or continuing gallery promotional activities;
- Gallery registration into the list of certified galleries on the ArtNetWorth website;
- Artists and artworks participation in ArtNetWorth events (fairs, auction sales, charity events...);



PORTFOLIO. Spot new talents online

ANW Portfolio is a simple and innovative tool able to incline a new target of public towards the contemporary art market. The project, in fact, was born in order to create an effective alternative to traditional distribution channels, connecting the market to a contemporary art passionate clientele that feels unsafe because of its poor knowledge of the artistic world and its mechanisms, through the web and the guarantee of ArtNetWorth analysis and controls.

Portfolio characteristics:

- Digital Platform continuously updated and dedicated to artworks purchase;
- International selection of quality artworks performed by Stefano Sbarbaro, Marketing and Development Director of Fondazione Mazzotta and Artistic curator of ANW Portfolio;
- CV Ratio calculation for each artist included in the Portfolio in order to analyze the investment fairness in the medium-long term;
- Public price indication (only case in Italy);
- Users' fruition simplified by the presence of artists' evaluation parameters;
- Absence of intermediation fee (ANW guarantees the lowest price available on the market);
- Certificazione di ogni opera inserita nel Portfolio, attestante l'autenticità ed il valore;
- Access to special deals with insurance companies for policies dedicated to artworks and Transport facilitation;
- Furniture Consultant at user's disposal in order to facilitate choice and mounting.

CV Ratio = CV Ratio is an index comparing the artist's curriculum (acknowledgements, awards, exhibitions...) to his/her average quotations, allowing ArtNetWorth to determine the fairness of the investment in the artist in the medium-long term. The ratio permits, thus, to check if the analyzed author is under-evaluated, over-evaluated or he/she has fair quotations. Only artists that get through ANW controls have the possibility to be part of ANW Portfolio.



BRAND IN ART. Communicate through Art

Through the Brand in Art services, ArtNetWorth offers Italian and foreign companies the possibility of strengthening the position of their brand on the market through the art world.

Thanks to communication and marketing strategies, customized in order to satisfy the needs of the client and to meet the preferences of the targets, companies could communicate their values, products and services in an alternative way and link their brand to the artistic field, important strategic factor in the relationship with the stakeholders.

Art is, in fact, an element with great communication skills, able to generate strong emotions into the public: for this reason it turns out to be a powerful communication instrument per small and big firms.



Creating contents for a continuous media coverage



Being an active social player in the development of the reference community



Gaining added value and competitive advantages



Attracting new customers from a middle-high segment



Gaining benefits from the matching with the art world, positioning as a XXI century arts patron



Development of a new kind of loyalty linked to an ethical image of the firm



BRAND IN ART. Communicate through Art

Communicating through Art offers many benefits:

- Low resistance of the public towards the message
- High level of information penetration
- Multiplication of information and Mass Market diffusion
- High level of local coverage
- Reduction of the gap between consumers and firm
- Creation of shopping emotional drivers
- Art's great communication skills
- Development of alternative promotional languages
- Continuous media coverage
- Creation of new brand values
- Associazioni positive attraverso il legame con arte e cultura
- Visiting clients acquisition
- Loyalty building



Through the Arte&Turismo services, ArtNetWorth offers public bodies and institutions the possibility to enrich the artistic program of their towns and villages with interesting cultural projects and events, realized in close collaboration in order to satisfy the multiple needs of each situation.

By organizing exhibitions and events, planned by taking into consideration the characteristics of the granted space and the artistic offer of the region during the concerned period, the institutions could promote their image of center of art and innovation, fostering cultural tourism development and creating important economic returns on the territory.

The benefits:

- Cultural tourism increase;
- Promotion of the public body/institution's brand;
- Positive association thanks to the link between art and culture;
- Improving the image of the public body/institution as center of innovation;
- Generation of economic returns connected to tourism all over the region;
- Great visibility of the public body/institution in the region and beyond;
- Reduction of the gap between public body/institution and citizens;
- Creation of a strong feeling of belonging among citizens.

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