Clase 4
Curso Fundamentos del Mercado del Arte

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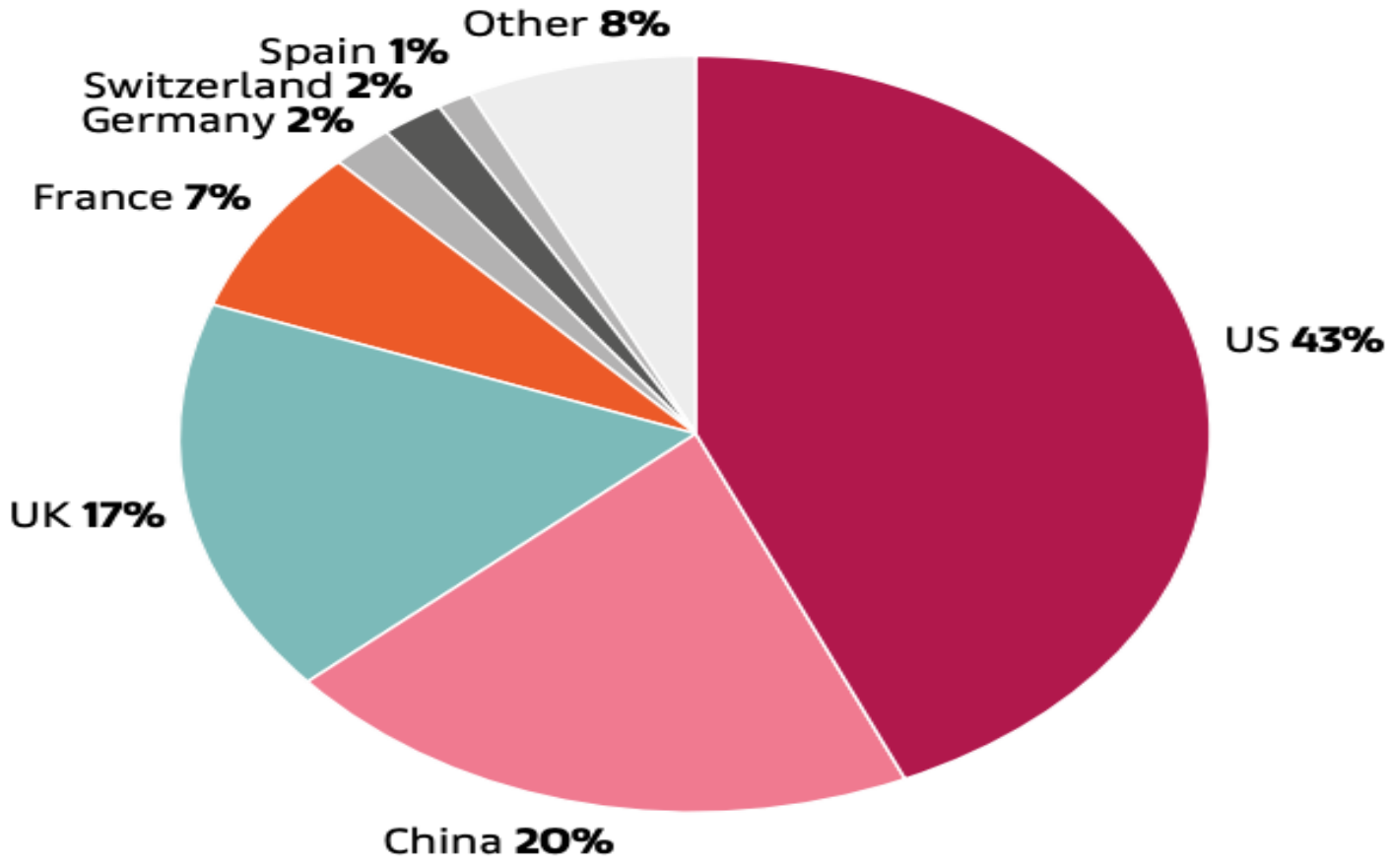
Galeria NAC

Diciembre 2 , 2022

Figure 1.3 | Global Art Market Share by Value in 2021



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Principales mercados de arte en el mundo

- Mercado de EE.UU (39 % de los millonarios del mundo viven en Estados Unidos, 2021)

- Mercado chino (antes Hong-Kong (1950-70; mercado japonés 1980s, 1990s). 10 % de los millonarios del mundo viven en China.
- Mercado británico (4 % de los millonarios del mundo viven en el Reino Unido/UK).
- Mercado francés, alemán, suizo, brasileño, mexicano, argentino.

El Sector de Arte en China

- Periodos
- Tradicional
- Maoista y post-Mao.
- Periodo globalizado

- Tradicional :
- caligrafia, tinta, acuarelas, gouaches, ceramica, esculturas.
- Caligrafia (proporcion, armonia, equilibrio, ritmo).
- Motivos: rios, campos, flores (arte como cartografia, arte como mapas).
- Confucionismo (filosofia)
- Taoismo, Budismo (religions).

Periodo Post Mao

- Asociaciones y sociedades de arte alejadas del realism socialista de la epoca Mao:

(A) The Wuming (No Name) painting association.

(B) The Xingxing (star-star) painting society.

(C) The Caco-She (grass) art society.

Tendencias artísticas post revolución cultural de Mao

- *Tendencias artisticas* :

- Scar art
- Stream of Life
- Political Pop
- New Generation

Rational Printing

Realistic Nativism

Red Brigade

Cynical Realism

Caractertísticas de los mercados globales de arte

- Tipos de obras de arte que se transan.
- Tipo de compradores.
- El sector de las galerías y los merchants/dealers.
- Digitalizacion, NFTs, ventas en línea.
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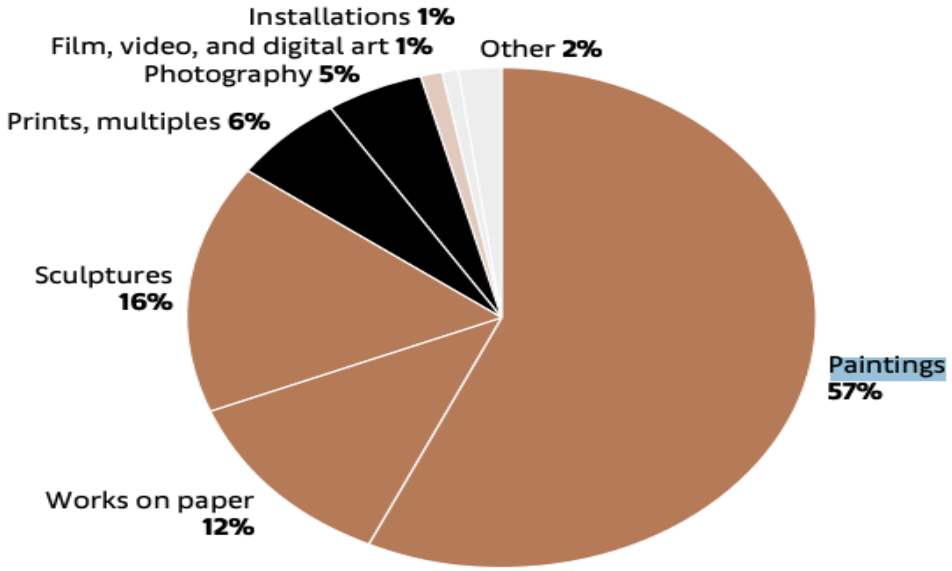
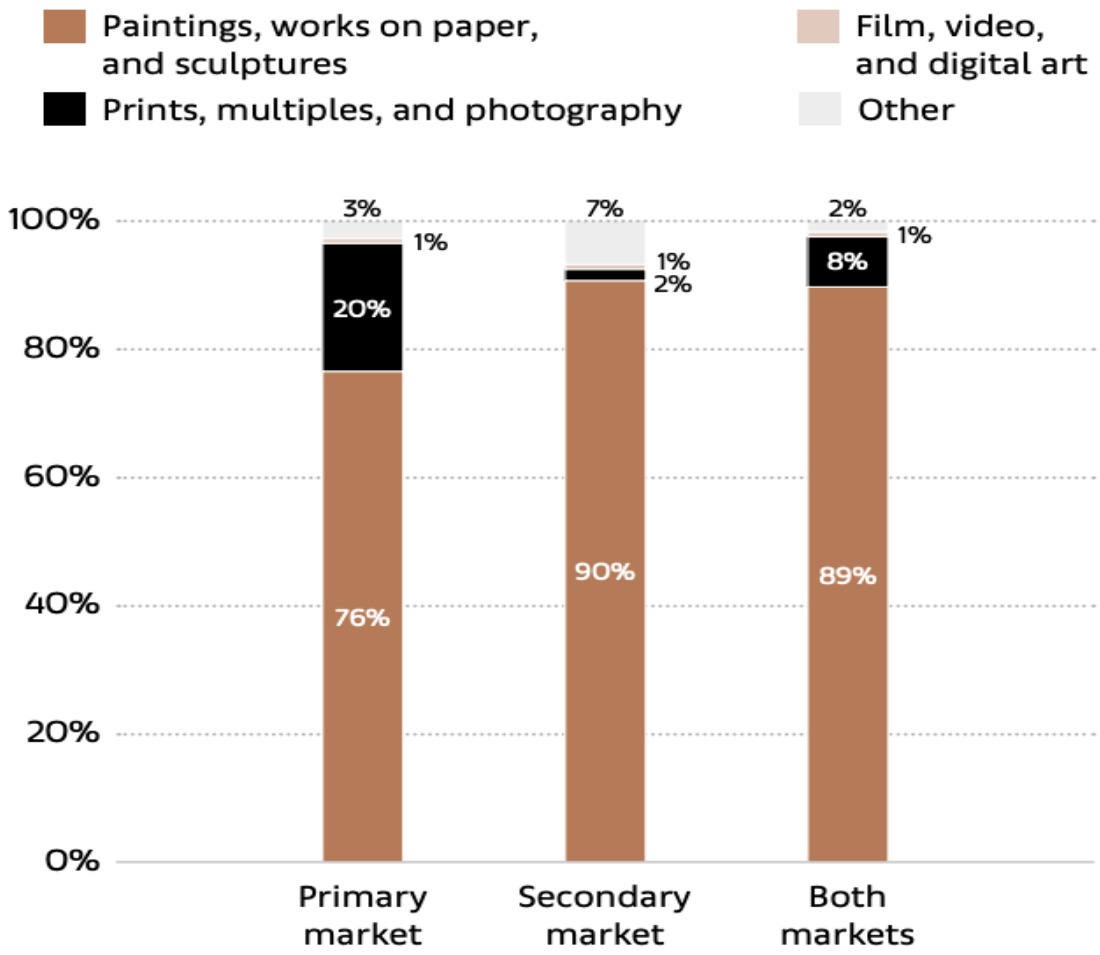
Figure 2.6 | Fine Art Dealers' Share of Sales by Value and Medium in 2021

a. All Fine Art Dealers



b. By Market Segment



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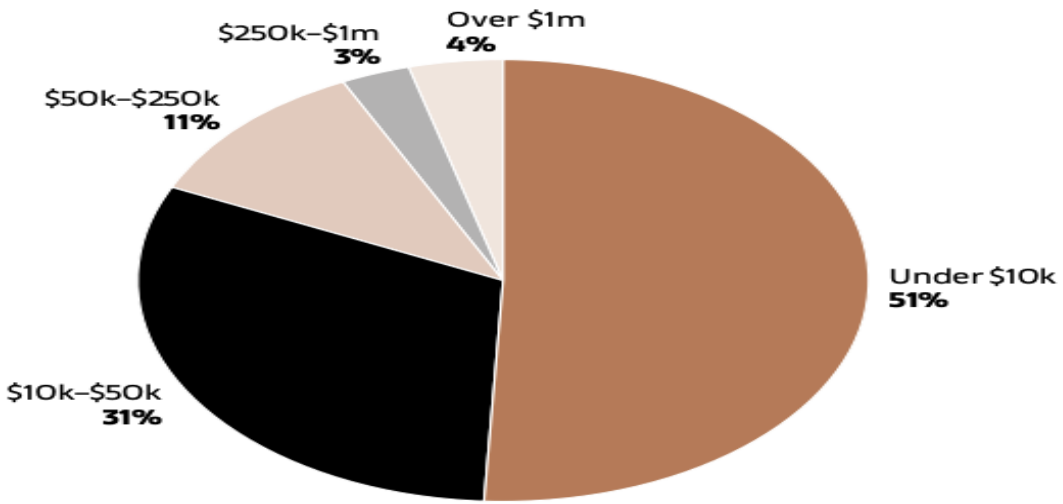
Porcentajes de venta por rango de precio. Mercado global de arte, 2021

Figure 2.9 | Share of the Volume of Sales by Price Bracket in 2021



(iii) Concentration and Polarization of the global art market

- The bulk of the number of transactions – volume- is concentrated at the *lower-end* of the market, while the bulk of *sales value* is concentrated at the *higher-end* of the market.
- The *auction segment* of the market, now accounts for almost half of the total fine art sales in 2017—$28.5 billion of $63.7 billion (McAndrew, 2018, 16).
- The upper-end of the art market is characterized by highly personal relations and rather obscure practices regarding price and fee

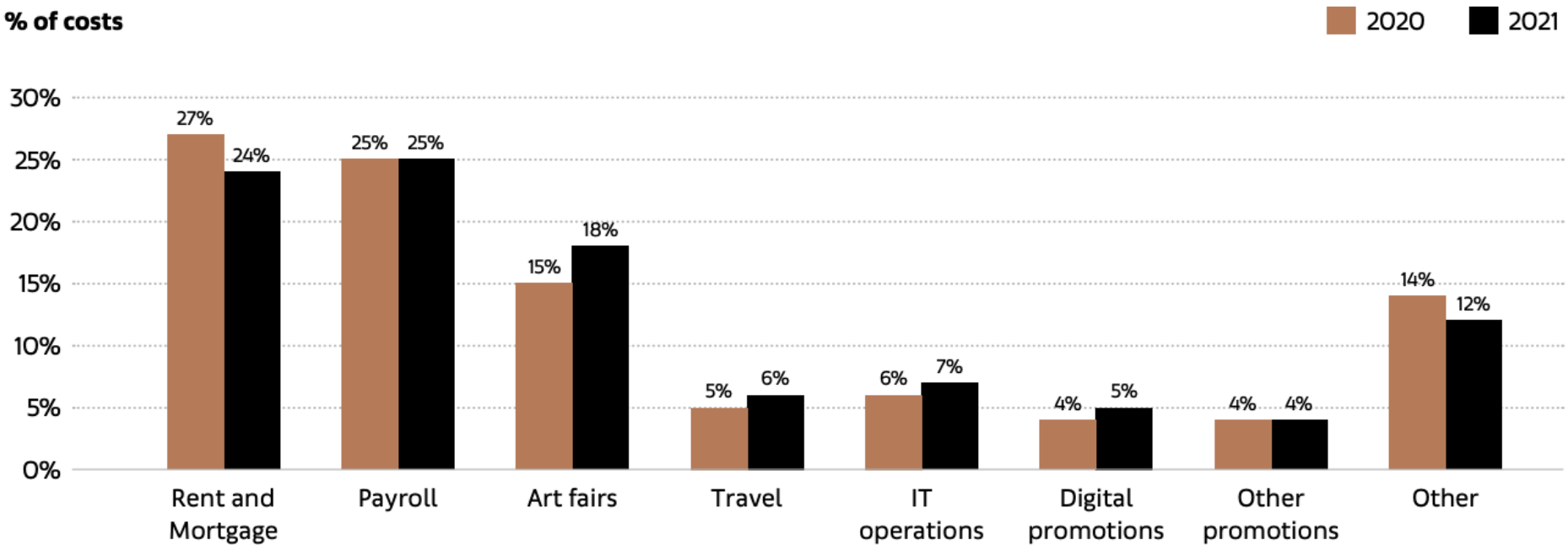
Share of Lots Sold and Total Value at Global Fine Art Auctions in 2017 by Price Bracket.

	Value	Volume
Lower-end (Below $50k)	8.6%	89.8%
Middle Market ($50k - $1m)	27.9%	9.4%
High-end (Above $1m)	63.5%	0.9%
Total	100.0%	100.0%

Source: McAndrew, C. (2018).

Costos de galerías y comerciantes en arte

Figure 2.11 | Share of Total Costs for Dealers 2020 versus 2021



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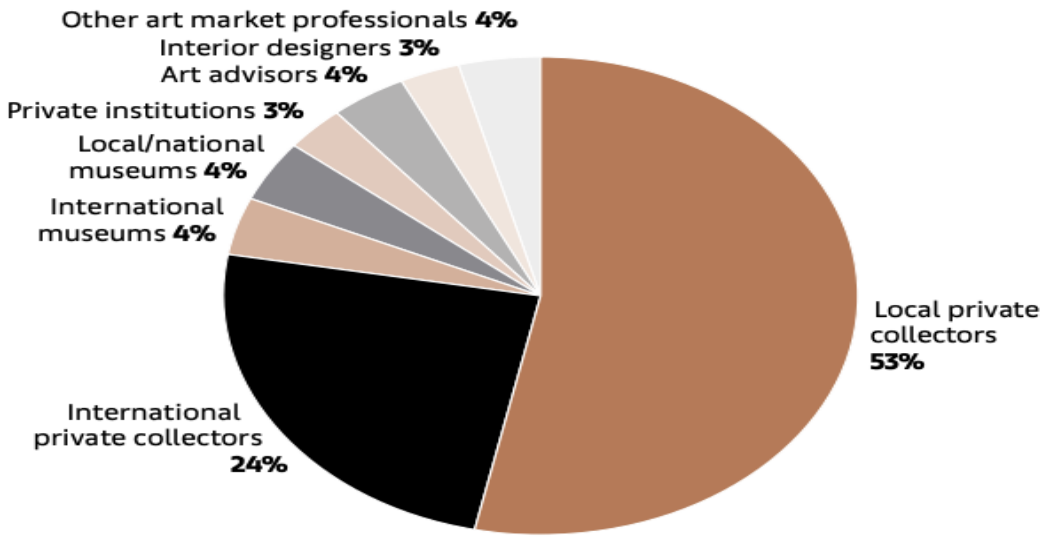
Ventas por tipo de compradores, 2021 (global)

Figure 2.15 | Share of Dealer Sales by Buyer Type in 2021



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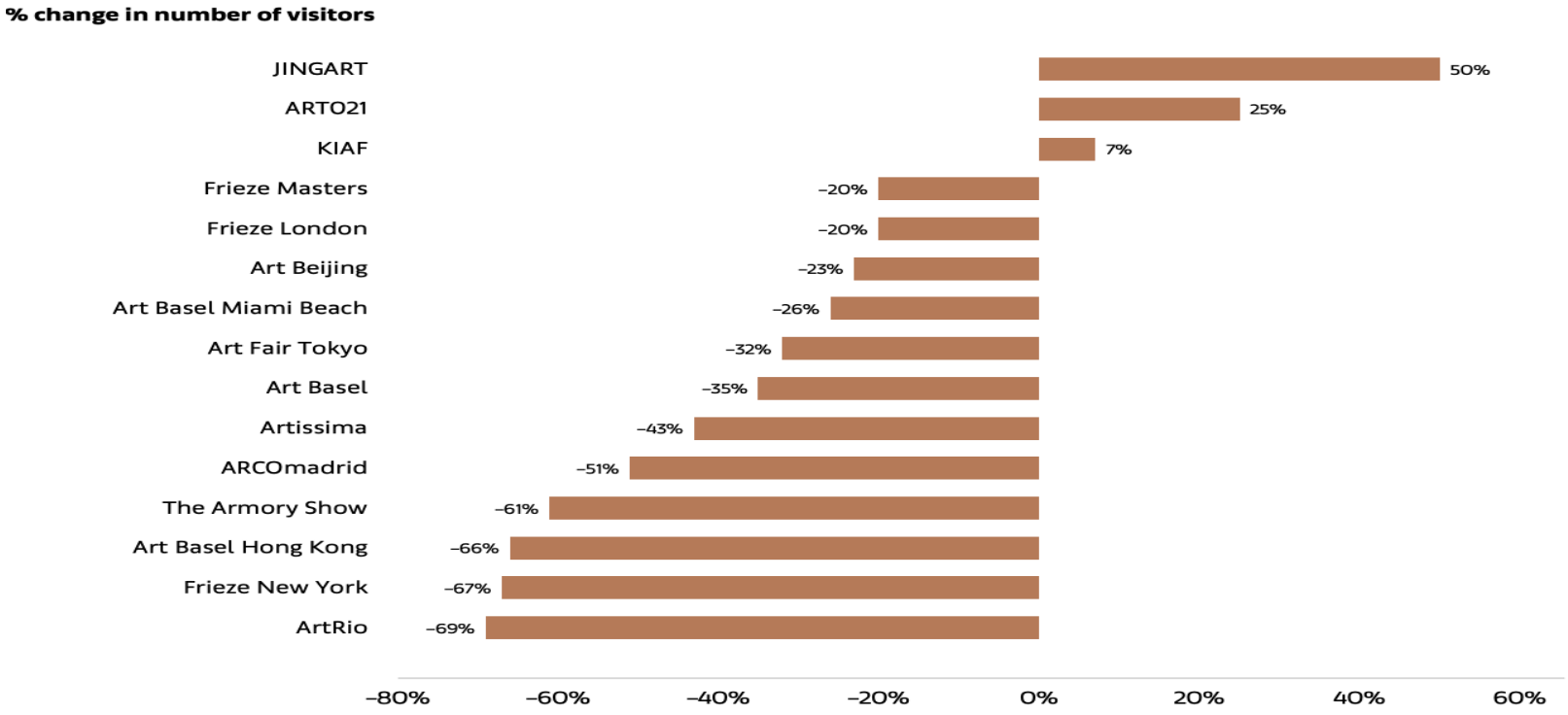
Asistencia a ferias internacionales de arte, 2021 vs 2019

Figure 2.21 | Change in Visitor Numbers 2019 versus 2021 – Selected Fairs



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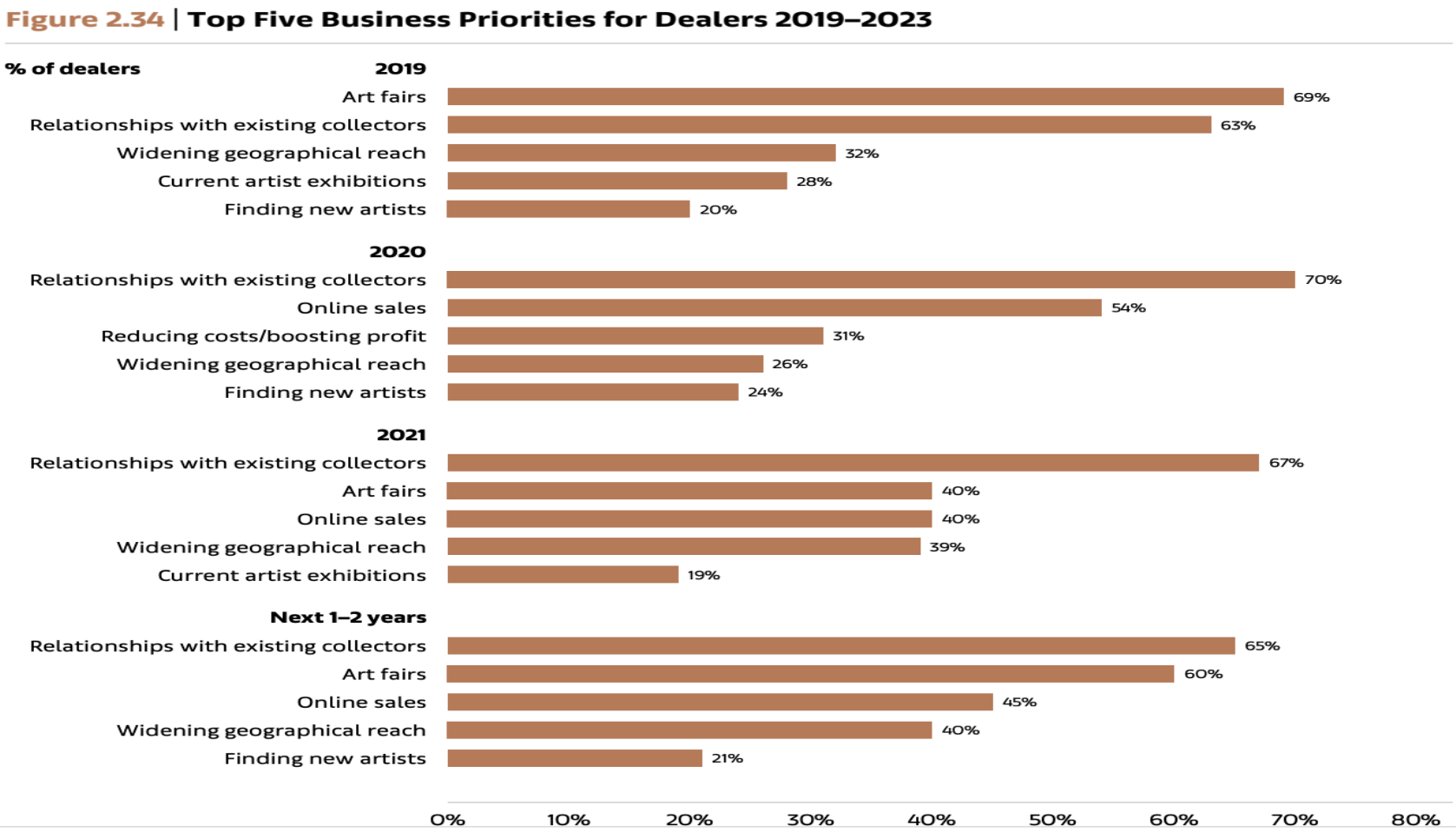
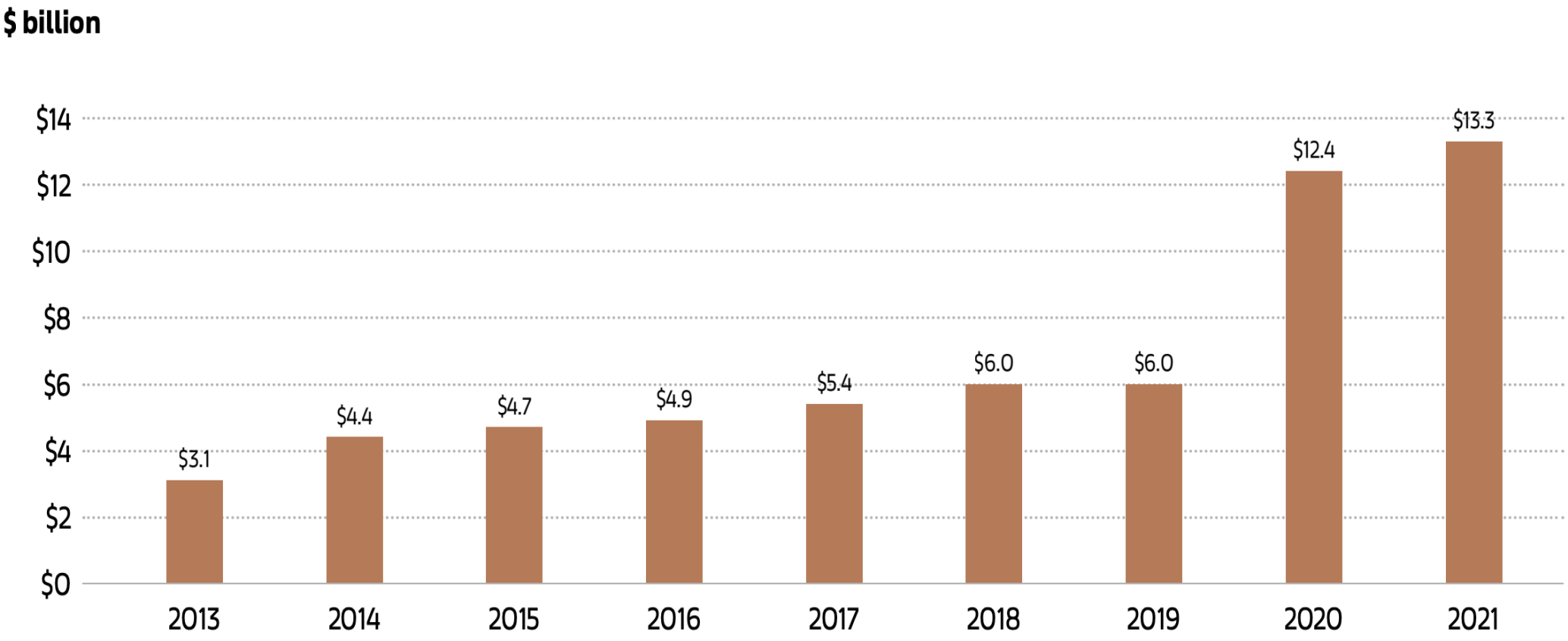
Prioridades de negocio de galerías y comerciantes en arte



Digitalización en el mercado de arte (ventas en línea) y NFT

- La crisis del covid-19 duplico la proporción de ventas en línea de obras de arte globalmente. En 2021 cerca del 20 % de las ventas se hacen en línea. Hasta 2019 (pre-pandemia) este porcentaje era cercano a 10 %.
- Dos tendencias asociadas a NFT:
- Plataformización (proliferación de plataformas digitales en la industria cultural, mercado de arte)
- Des-intermediación (menor rol de intermediarios ya que hay mas P2P (peer to peer) contactos.
- El comercio de NFT como objetos de arte se hace predominantemente fuera del circuito de galerías, casas de subasta y merchants.

Figure 1.6 | Online Sales of Art and Antiques 2013–2021



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Quienes compran arte y la distribución de la riqueza

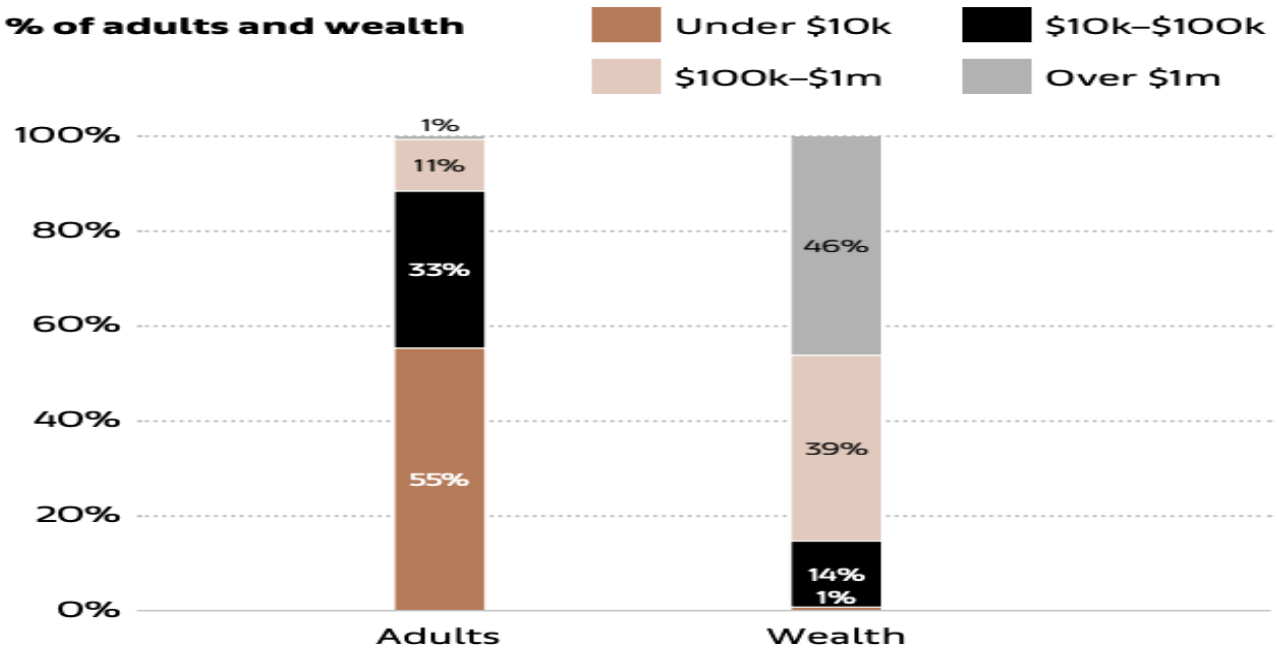
- Un 51 % del volumen de ventas globales corresponden a obras con valor inferior a 10 mil dólares.
- Un 31 % del volumen corresponde a obras entre 10 mil y 50 mil dólares.
- Un 4 % del volumen corresponde a obras de mas de un millón de dólares.

Hay una importante concentración de riqueza en el mundo pero aparentemente los grandes volúmenes los compran no-millonarios.

Los millonarios pueden centrarse en ese 4 % de obras de alto valor.

Concentración de la riqueza global y los mercados de arte

Figure 4.3 | The Distribution of World Wealth in 2021



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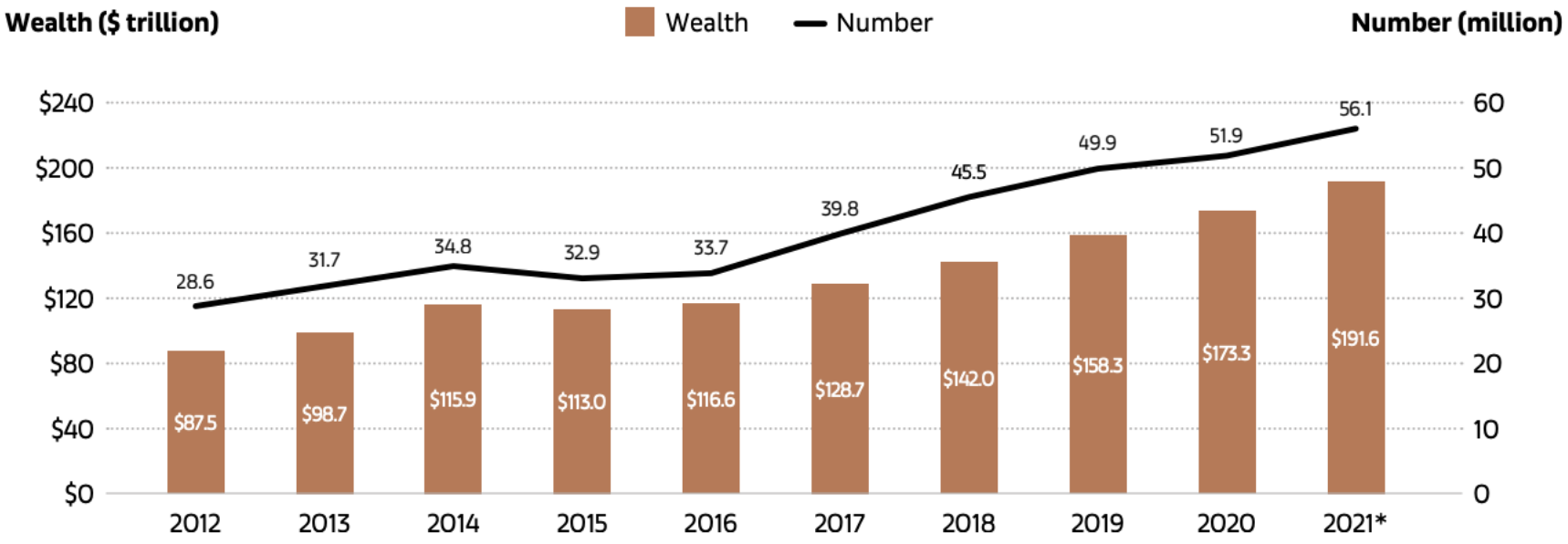
Numero y riqueza de los millonarios, 2012-2021

Figure 4.4 | Number and Wealth of Dollar Millionaires 2012–2021



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Numero y riqueza de los billonarios, 2012-2021

Figure 4.6 | Number and Wealth of Billionaires 2008–2021

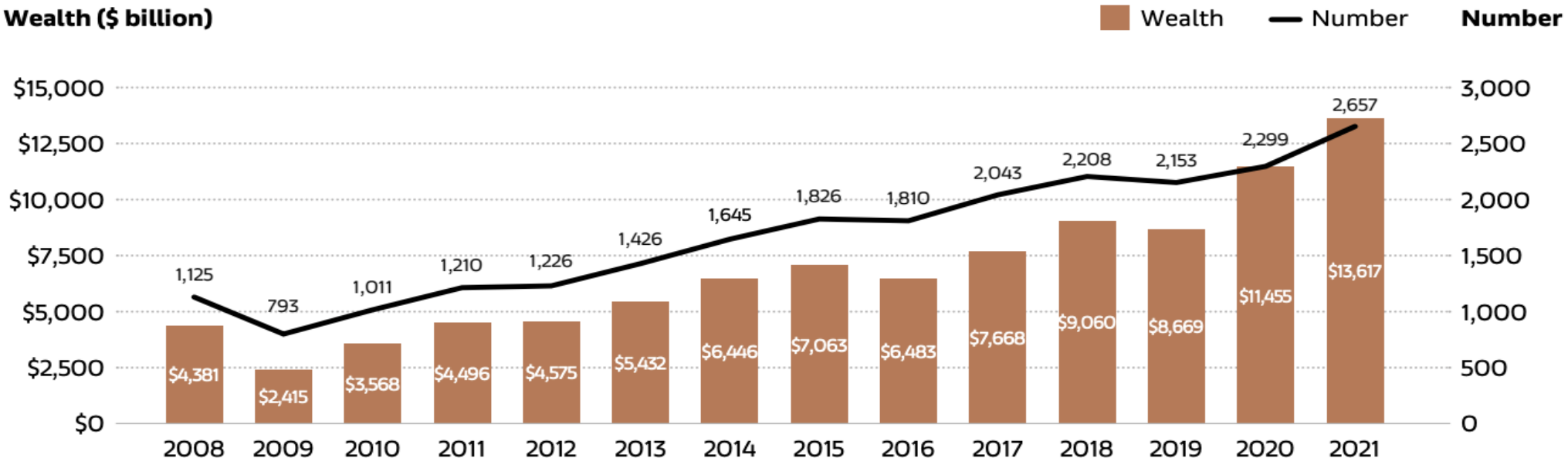

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Figure 4.5 | Global Share of the Population of Dollar Millionaires in 2021

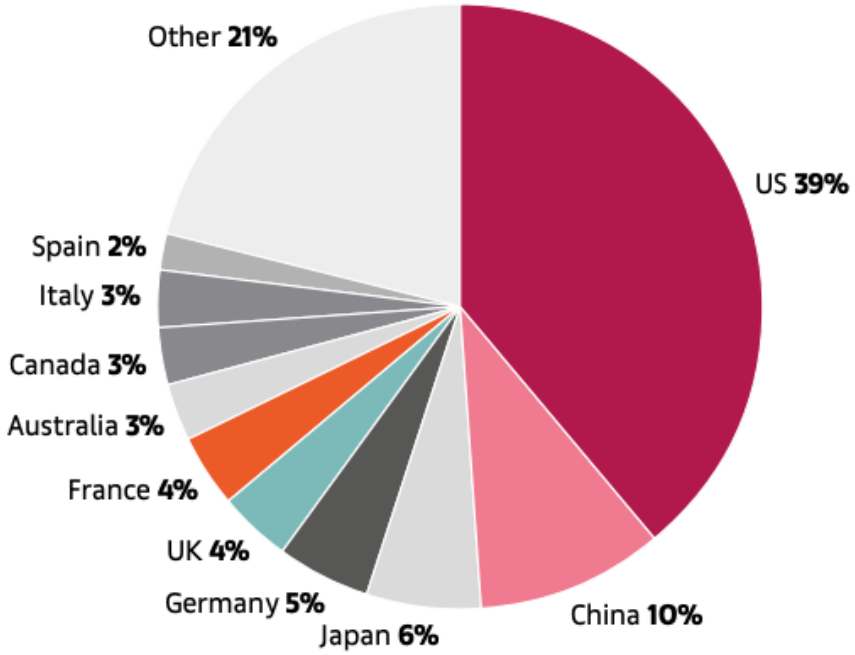

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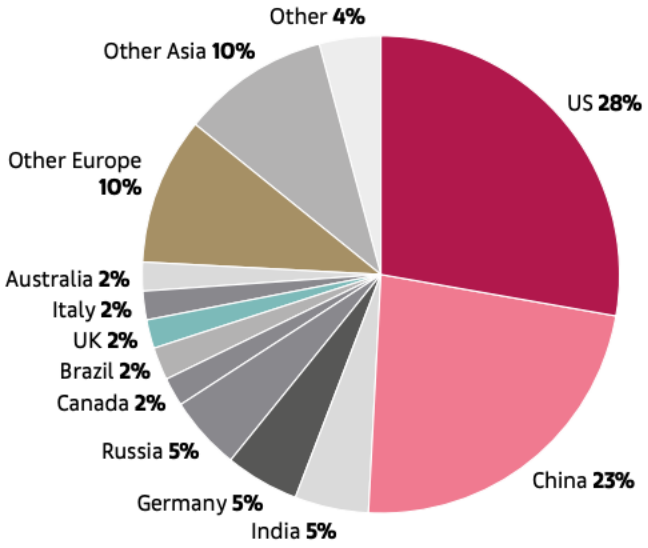
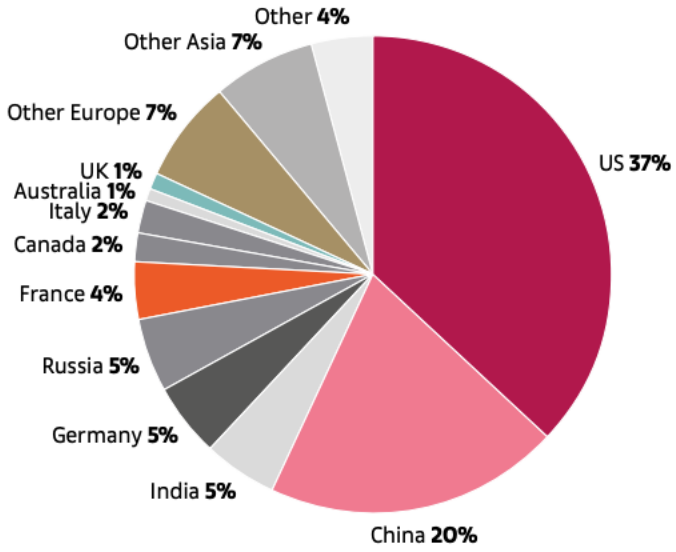
Figure 4.7 | Global Share of Billionaires in 2021

a. By Population



b. By Wealth



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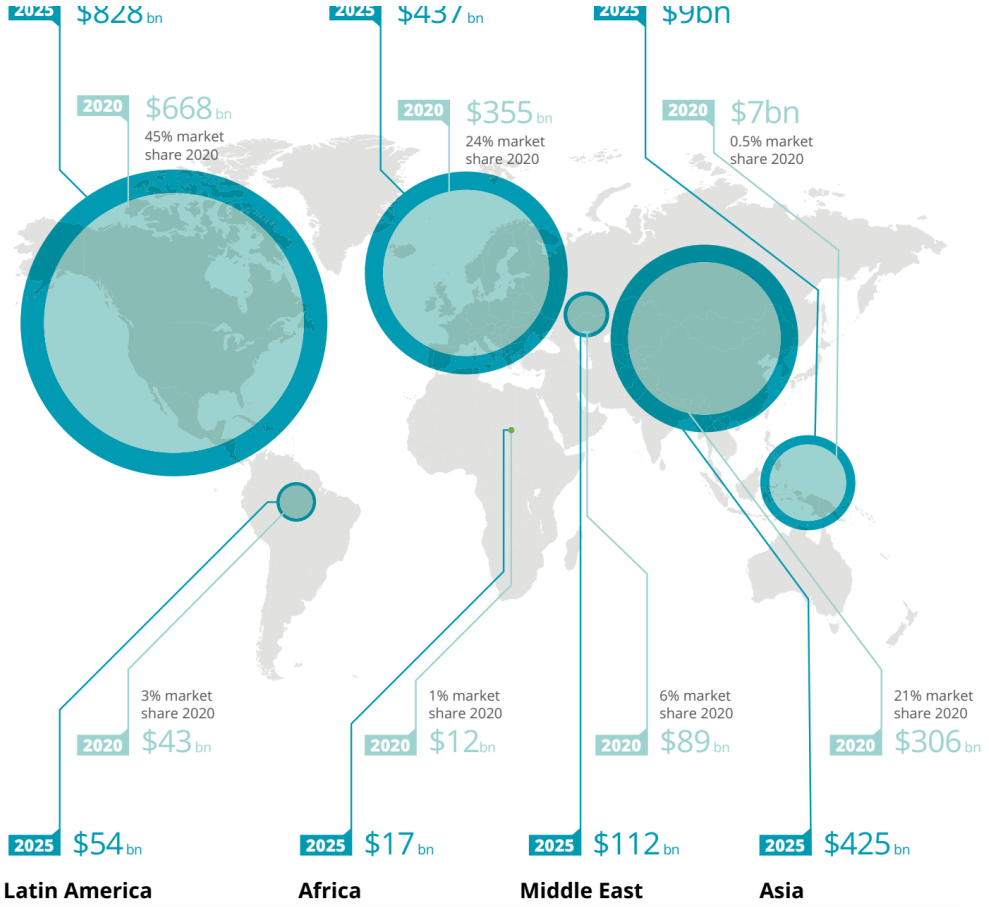
Riqueza para ser invertida en arte (regiones del mundo)

Ultra-high net worth individuals' (UHNWIs) wealth associated with art and collectibles was an estimated **US$1,481 billion in 2020**.



Global UHNWI art & collectible wealth 2020 estimates

In this year's report, we estimate that UHNWIs' wealth associated with art and collectibles was an estimated US$1,481 billion in 2020. We project that, in 2025, this figure could grow to an estimated US$1,882 billion.

Source: Deloitte Luxembourg and ArtTactic Art & Finance Report 2021