

ARTSQUARE

JOURNEY

This is a month packed with exciting activities for ArtSquare, as our Primary Market gets ready to be populated with digital art shares for **Kiku** (1984), an original, limited-edition, screenprint by **Andy Warhol**. The Primary Market is at the core of ArtSquare's innovative system of art exchange, which is based on the listing of artworks and the issuing of digital art shares (AWTs) of small value (1€) to be sold and traded across the platform's channels of sale.

LISTING PRIMARY MARKET

The Primary Market is at the core of ArtSquare's innovative system of art exchange. Through our primary market place, digital art shares for artworks (AWTs) are made available for purchase to our community of Art Investors. Our model replicates the dynamics of financial stock exchanges but with a big difference: shares are worth a small, affordable amount and can be divested at any time.

ARTSQUARE'S USE CASES ART GALLERIES

ArtSquare is a highly dynamic marketplace that will allow art galleries to boost their sales and reach a wider and new audience that includes small investors, millennials, one-click buyers and crypto-holders. Selling medium-priced artworks is tricky for both high-end and small art galleries. The price tag is often not high enough to justify governance and marketing costs –for instance, it might not be worth it to pay shipping and insurance costs for an artwork to travel to an art fair if its sale is expected to generate less than 10% profit margin. This leaves a whole category of objects to sit unsold in the storages of art galleries. ArtSquare is here to bring these objects back into the art market circuits by turning them into liquid assets to be purchased as digital shares by small art investors. Art galleries that want to list their artworks on the ArtSquare Primary Market will be able to control the percentage of the artwork's value to be offered as digital art shares and call them back at a predefined fixed price, in the event that a single investor decides to buy a piece for its total value.

SPOTLIGHT

FIRST DIGITAL LISTING

03-06-2019

12:00 UK TIME

You can try for yourself ArtSquare's innovative investing experience soon. Digital art shares for **Warhol's Kiku** will be made available for purchase starting from June 3, 2019 for a limited time.

We will issue **28.000 shares worth €1.00 each**, meaning that 100% of the artwork will be be listed on the ArtSquare Primary Market. Art Investors will be able to buy digital art shares (AWTs) for the artwork using Euros stored in their Multi-Currency Wallet.

At the end of the sale, the investor who owns the greatest number of shares **will have the right to claim physical ownership of the artwork**.

In the event that the majority shareholder turns down the offer or fails to request the artwork by the deadline, the second-largest shareholder will acquire ownership rights, and so on.



KIKU (1984)

ANDY WARHOL

Pop artist Andy Warhol had a game-changing impact on contemporary visual culture. His uncanny reworkings of pop icons have turned into icons themselves.



Screenprint on paper
20 x 27 cm

Tornabuoni Art, London.

Market estimate: € 28.000

Total number of shares: 28.000

Value per share: € 1,00

Minimum investment amount: € 1,00

SAVE THE DATE PRE BOOK YOUR SHARES

You can prepare for our first digital listing by booking your digital art shares in advance. The reservation window will start a couple of weeks before the official sale on the Primary Market opens. Purchase orders made before June 3 will be dealt with before the listing begins. Early-bird registered users will also benefit from discounted transaction fees. All other investors will be able to buy digital art shares in real time during the sale on a first come, first served basis.

ANDY WARHOL ART MARKET SUPERSTAR

Andy Warhol was not only a complex creative genius, a total artistic chameleon who turned the art world upside down and brought mass culture into its realm. He is also the most powerful brand in the art market nowadays, a highly cultivated financial reality as much as a giant in the pantheon of contemporary art. Price tags for Warhol's screenprints and canvases vary from \$ 100 million to \$ 1.500. The huge price range is justified by the artist's use of printing techniques that made the creation of artworks in series possible.

These data are even more staggering if we consider that between 1987 (the year of the artist's death) and 2010, average auction prices for Warhol's works have increased by 3-400%. Looking at the first half of 2019 only, Warhol's artwork have confirmed this positive trend with 102 pieces sold, a total turnover of more than \$ 8 million, and a sell through rate of 78.5%. Works like Four Marilyns from 1962 (hammer price: \$ 32 million) and Sixty Last Suppers from 1966 (hammer price: \$ 53.8 million) grace the walls of contemporary art galleries and museums as well as the dining rooms of mega art dealers.

Kiku belongs to a category of medium-priced artworks ranging from \$ 10k to \$ 50k that are gaining increasing market desirability among small art dealers and investors. Warhol's pop interpretation of the chrysanthemum (*kiku* in Japanese), a symbol of Japanese Imperial power, displays the most recognizable traits of the artist's style: the legible subject matter, the limited palette of vibrant hues, the repetition of forms and color blocks arranged to create a visual rhythm.

