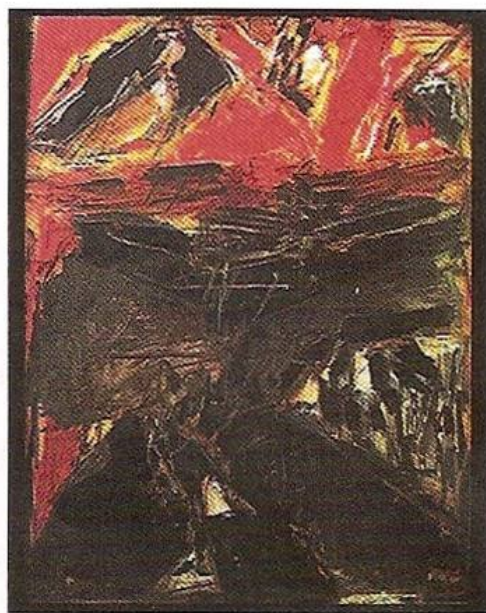


●● A piece by Salvador Dalí



●● Abstracts or concrete profits?

Picture this

Pleasure buying or clever investment?
Sonu Bohra on the art mart in recessionary times

Art as an asset offers good long-term returns, an attractive risk and return profile, and counter cyclical properties with regards to the wider economy, international marketability. Given the current climate, there are definitely bargains to be had out there. As Dilip Jhangiani, director, Capital Art Advisory says, "From an investment in art perspective, I would rate the top five Indian artists as F N Souza, Tyeb Mehta, M F Hussain, S H Raza and K H Ara. Members of the Progressive Group have led the Indian art movement and popularised it globally. Their stature is undisputed and the prices of their work have reached stratospheric levels. Of the international artists, my choice in the current slow down would be: Picas-



so, Francis Bacon, Andy Warhol, Monet and Degas.

Several factors determine the value of an artist's work: the size of the edition, that is, the number of prints the artist makes of one work; the significance of the work; the condition of the print; and whether it is signed and

numbered by the artist. In the market, it is rarity that bestows value. So what makes a good artist click? Usha Aggarwal, owner, Point of View Gallery, feels freedom of opinion is extremely necessary. She says, "If the artist is unable to translate his creative ideas into creative works then his genius will remain trapped in his own mind." Gaurav Assomull, owner, Marigold Fine Art, feels nothing is more important than the artist's creativity. "A good artist always has his unique identity in all his works." "Unfortunately," Aggarwal adds, "These days there is a difference between being a good artist and a successful one. Many good artists remain in the sidelines because of lack of exposure and marketing skills."