



## Cover Story



### **The Australian investment community has welcomed the entrance of the international art investment house ART INDEX.**

*As traditional asset classes demonstrate their volatility on a global scale, investors are being drawn to the stability, growth and longevity of the art market as an alternative investment that complements their existing investment portfolio. With the Australian art market experiencing a 75% increase in funds invested annually over the last 5 years, ART INDEX's entrance will boost retail investor's access to one of the fastest growing asset classes in the country.*

"ART INDEX will introduce new (and existing) retail investors into a market historically protected by fine art connoisseurs and the super rich", says Adam Smith of ART INDEX. "Previously the market has had fantastic quality stock to invest in but retail investors have not had easy access or an unbiased advisor, ART INDEX has corrected this."

Invest in Arthur Boyd, Brett Whiteley, Tim Storrier, Margaret Olley or any top Australian artist and given the thirst of the domestic and international markets, the Australian love of art and the global respect for our Australian artwork, these works will continue to appreciate in a high demand, low supply market.

ART INDEX commission international and domestic art counsel along with in-house art specialists and ensure all art purchased is independently valued and assessed. Upon purchase, the investor can hang their work at home or office or take advantage of ART INDEX'S climatically controlled, secure storage facilities.

Alternatively ART INDEX can rent investors' work out to established corporates, governments, art galleries, etc on behalf of the investor with ART INDEX guaranteeing a minimum 7-10.5% cash rental return paid annually for 2 years as a secondary return on top of the capital appreciation of the art work.

ART INDEX is a welcome addition to the maturing, Australian investment market. With Australian art in limited supply, ART INDEX's knowledge, industry experience and access to the top Australian artist portfolios proves this is an investment strategy worth researching.

ART INDEX's philosophy utilizes strong historical data of high returns on art investment, combined with educating and guiding investors to grow not only returns but to enjoy their involvement in a market that has been traded globally for over 2000 years.

The beauty of art from an investment perspective is once purchased your asset is stable, guaranteed original and unrepeatable. Some investments can be influenced by political changes, in-house management moves, international trade, competition and environmental factors. However, art is the timeless investment that is above the petty squabbles of the boardroom and CEO egos.

ART INDEX can recommend works from \$3,000 through to the top end of the market and will create a personalised investment portfolio that accurately reflects the level of risk required.

ART INDEX will be running art investment seminars in Sydney, Perth, Melbourne, Adelaide and Brisbane over the next 6 months. Early registration is recommended as places will be

limited.

For more information on investing in art or to register for one of the seminars please follow this link;

<http://www.artindex.com.au/welcome.html>

January 2008