

## August 2013—Art Asset Overview

### Volume 21—Navigating the Online Art Market

Dear Friends,

Winston Art Group's monthly newsletter is designed to give you a closer look at a particular aspect of the art market. By having a better understanding of trends in the art world and art market, you will be able to effectively manage your assets and strategically expand your collections. The current issue focuses on buying and selling art online.

On August 6, Amazon launched the latest edition of its online buying and selling empire—Amazon Art. This digital marketplace is a venue for individuals, galleries, dealers, and more to sell fine art and collectibles to buyers in any corner of the world. Thus, Amazon has joined the ranks of art vendor websites, such as Artsy and Artnet. Independent, online buying and selling is an exciting development in the art world. It makes it easier for buyers to see many art objects in one place, and it creates a purchasing environment that some buyers, especially the young, tech-savvy generation, may find more appealing than galleries or live auctions. However, there are several aspects of buying art online that you should be wary of.

Whether you are running out of wall space or just beginning to collect, the advisory team at Winston Art Group can help you navigate both the evolving online market and the traditional art market with the following services. You have the passion to collect; we have the knowledge and commitment to perform all the due diligence behind purchases and sales of art to protect you and your collections. If your interest lies in Old Master paintings, modern and contemporary works, jewelry, Asian art, tribal arts, sports memorabilia, coins, stamps, cars, or any of more than 40 areas of the art market, Winston Art Group has experts at the top of their trades in any type of art you may be interested in collecting.

**Objective consultation:** Independent from any auction house, gallery, or dealer, Winston Art Group provides unbiased advice on the value, authentication, and condition of any work prior to purchase or sale

**Complete confidentiality:** Online retailers can change their privacy policy at any time. Our advisors will always keep your contact information and purchase history confidential

**Price negotiation:** With every sale and purchase, we align our clients' interests with our own, advocating for the best price possible

**Selling guidance:** If you're thinking about selling any works of art, Winston Art Group provides personalized, curated advice on appropriate sales venues for your unique pieces

**Secure transportation and storage:** Winston Art Group has an international network of the top vendors for packing, shipping, and storing of fine art, decorative art, and jewelry to ensure your valuables are safe, whether in transit, in your home, or in an alternate storage location

**Restoration:** If a piece from your existing collection or a new addition to your collection needs any type of restoration or repair, Winston Art Group's advisory team can introduce you to the top experts for that particular type of art and coordinate the restoration process from start to finish



Alexander Calder, "Red Core" (1966)

Sold by Winston Art Group on behalf of a private client



Rafael Barrios, "Centrifuga" (2011)

Negotiated and purchased by Winston Art Group at the Armory Show on behalf of a private client



Chinese green, white and russet jadeite carved table screen, 20th C.

Sold by Winston Art Group on behalf of a private client



17 inch, signed Tiffany 7 Co. gold and copper necklace sold by Winston Art Group on behalf of a private client



Sapphire and diamond ring. Part of a jewelry collection sold by Winston Art Group on behalf of a private client

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