
The Art of Preservation

The most human asset class that we have

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Transcript

The first thing that I would say is collecting art. It is more about creating a legacy, which makes a very unique, asset class. So there are many hidden costs which are not obvious for people who are not so familiar with collecting.

And the other thing that you need to keep in mind is the legacy issue. They create such a legacy by being on one side, very systematic on what they're collecting. The second part for the legacy is involving the family. So trying to share the passion with the next generation.

And last but not least, the legacy is part of opening that to the market so people know what you're doing. So this combination, I think it is the, the key ingredients to have a legacy in your collection.

I would say it is like in financial markets, you need the right advice. So it is as, as well about not only being well advised, but as well being resilient.

For me, the power of collecting is nothing else but enjoying sharing. And I think this is a beautiful thing. If I may say collecting is the most human asset class that we have.