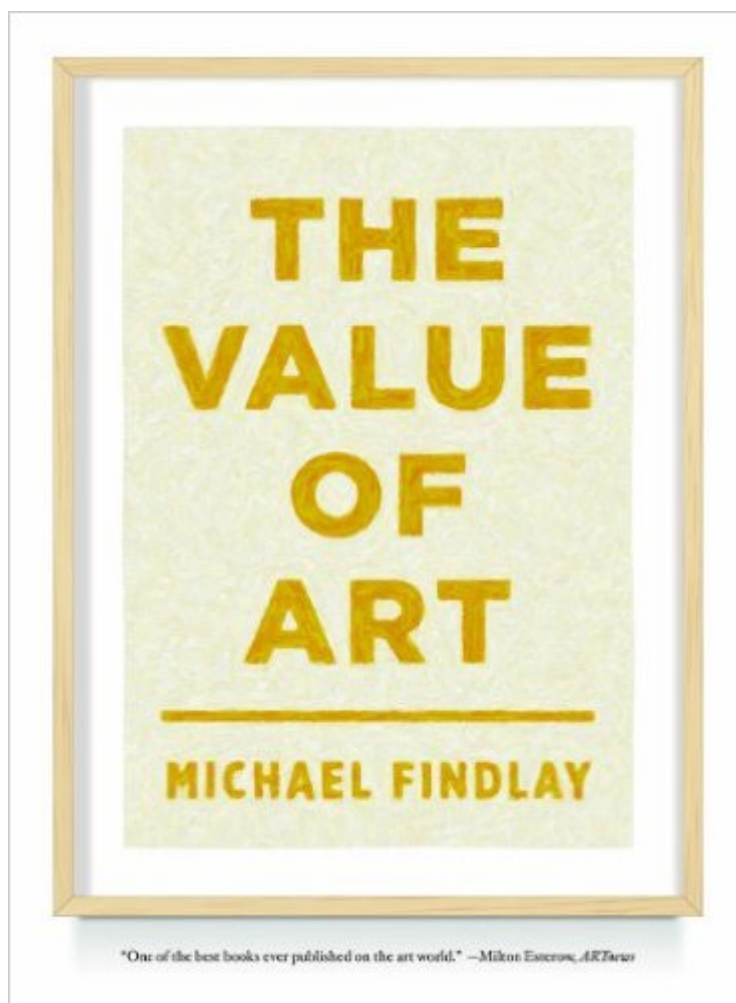


The book was found

The Value Of Art: Money, Power, Beauty



Synopsis

What is art worth? How can a work by Warhol be sold for more than \$100,000,000? This critically acclaimed book, newly revised, updated, and generously illustrated throughout, explains the market for art--and art's value for all of us. In *The Value of Art*, internationally renowned art dealer and market expert Michael Findlay offers a lively and authoritative tour of the art world informed by almost a half-century in the business and a passion for great art. With style and wry wit, Findlay explores how art acquires value--both commercial and social--and how these values circulate among the artists, dealers, and collectors that comprise today's complex and constantly evolving art world. In the process he demystifies how art is bought and sold while also constantly looking beyond sales figures to emphasize the primacy of art's essential, noncommercial worth. Coloring his account with wise advice, insider anecdotes involving scoundrels and scams, stories of celebrity collectors, and remarkable discoveries, Findlay has distilled a lifetime's experience in this indispensable guide for today's art lover.

Book Information

Paperback: 208 pages

Publisher: Prestel USA; Revised, Updated ed. edition (April 25, 2014)

Language: English

ISBN-10: 3791349139

ISBN-13: 978-3791349138

Product Dimensions: 6.6 x 0.6 x 9 inches

Shipping Weight: 1.1 pounds (View shipping rates and policies)

Average Customer Review: 4.6 out of 5 stars [See all reviews](#) (42 customer reviews)

Best Sellers Rank: #198,743 in Books (See Top 100 in Books) #78 in [Books > Arts & Photography > Business of Art](#) #687 in [Books > Arts & Photography > History & Criticism > Criticism](#) #55191 in [Books > Reference](#)

Customer Reviews

Michael Findlay has been an art dealer since 1964. In this opinionated book he discusses the value of art in three categories: financial value, social value, and intrinsic value. Findlay explains that the market value of a work of art is based on five attributes: provenance, condition, authenticity, exposure, and quality. A key message is that art collectors should buy what they like to look at. Any potential increase in market value is speculation. He explains that the market is cyclical, and people who view art purely as an investment appear when the market is hot. "There is an adage among old

hands in the art world that the emergence of art investment funds signals that a boom is over." He points out that more than half of the art market is transacted in private sales. While art funds, art indexes, and art economists claim to analyze the market data, only the auction results are publicly available. "How can one measure and consequently predict activity in a market 52 percent of which is essentially invisible? ... I have little faith in crystal balls disguised as charts." Findlay points out that auction prices are not a reliable indicator of market value; "an auction result actually represents a unique set of circumstances at a specific point in time." He cites an example of two similar Picasso pieces sold at auction within months of each other. The first sold for close to \$6 million, but the second sold for \$1 million less. The author speculates that two collectors were bidding in the first auction, but there was only one buyer left in the second auction, so he purchased for close to the reserve price. "Ideally interest in art starts with a social experience." The author recalls two contrasting experiences.

[Download to continue reading...](#)

Money: Saving Money: The Top 100 Best Ways To Make Money & Save Money: 2 books in 1: Making Money & Saving Money (Personal Finance, Making Money, Save Money, Wealth Building, Money) The Value of Art: Money, Power, Beauty Money: Saving Money: Success: Get More Money & Success In Your Life Now!: 3 in 1 Box Set: Money Making Strategies, Saving Money Strategies & World's Best ... Tips for Personal Finance & Life Success) Personal Finance: Budgeting and Saving Money (FREE Bonuses Included) (Finance, Personal Finance, Budget, Budgeting, Budgeting Money, Save Money, Saving Money, Money) Money: How to earn money with : Earn \$5000 per Week Part Time using the power of Arbitrage with Liquidation Products on (How to make money ... on , How to make money with) Beginning Power BI with Excel 2013: Self-Service Business Intelligence Using Power Pivot, Power View, Power Query, and Power Map Power Pivot and Power BI: The Excel User's Guide to DAX, Power Query, Power BI & Power Pivot in Excel 2010-2016 Making Money at Home: Methods to Make Money with Drawing Portraits: How I Made More than \$50,000 Selling Art Online and Offline (Ways to Make Money with Art, Selling Drawings) Money Management Tips: Control Money Don't Let It Control You (Budgeting your money, How to save money tips, Get out of debt fast, Live cheap, Debt free, Spend less) How to Hide Money During a Divorce: How to Hide Assets, How to Hide Money From Husband, How to Hide Money From Creditors, How to Hide Money During Bankruptcy) Beauty and the Beast (Disney Beauty and the Beast) (Little Golden Book) The Claiming of Sleeping Beauty: Sleeping Beauty Trilogy, Book 1 Beauty: A Retelling of the Story of Beauty & the Beast Essential Oils Beauty Secrets Reloaded: How To Make Beauty Products At Home for Skin, Hair & Body Care: A Step by Step Guide & 70

Simple Recipes for Any Skin Type and Hair Type Geek Sublime: The Beauty of Code, the Code of Beauty Reusing Open Source Code: Value Creation and Value Appropriation Perspectives on Knowledge Reuse (Innovation und Entrepreneurship) The Barbie Doll Years: A Comprehensive Listing & Value Guide of Dolls & Accessories (Barbie Doll Years: Comprehensive Listing & Value Guide of Dolls & Accessories) Coin World 2014 Guide to U.S. Coins: Prices & Value Trends (Coin World Guide to Us Coins, Prices & Value Trends) Ty Plush Animals: Collector's Value Guide: Secondary Market Price Guide and Collector Handbook (Collector's Value Guide Ty Plush Animals) How to get every Earned Value question right on the PMP® Exam: 50+ PMP® Exam Prep Sample Questions and Solutions on Earned Value Management (EVM) (PMP Exam Prep Simplified) (Volume 1)

[Dmca](#)