Sow to Investin Art- A Juide for Modern Collectors

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Introduction

Art is everywhere. You'll find it in galleries, on the street, in architecture, and in the small details of everyday life. Some see it as beauty that sets a mood in a space. Others see investment potential—an asset whose value multiplies over time. In truth, both perspectives complement each other.

My realization that art is more than "something on the wall" began quietly. Once, at a birthday celebration in a Bratislava gallery, I received a painting as a gift. I loved it, but only later did I understand the value it held. A few years on, I sold it for several thousand euros. That was the first time it crossed my mind that art can be not only an aesthetic experience but also a very tangible form of investment.

Life then took me to Dublin, where I met my husband. By coincidence—or fate
—he is an artist. Since then, art has been part of my daily world. I see what it
takes to create a single work—how much energy, time, and vision are
embedded in it. I also observe how collectors, investors, and people who want
to own something unique approach art.

Today I know that investing in art is multi-layered. It brings joy, expresses identity, and at the same time can protect and grow your capital. It's not about "quick profit." It's about stories, time, and the ability to recognize value where others are only beginning to see it.

This guide is for you—to help you look at art as an investment opportunity. Without unnecessary idealization, but with respect for what it can bring.

Veronika





Why Photography

Photography is among the fastest-growing segments of the art market. Once seen as a supplement to "traditional" media—painting or sculpture—it now holds a firm place among serious artistic disciplines, and its importance continues to grow.

1. Market dynamics

Over recent decades, photography has become established in galleries, at auctions, and in private collections. Collectors who preferred classical media a few years ago are increasingly adding photographic works to their holdings. Part of the reason is that photography can capture the spirit of the time directly, authentically, and with powerful visual impact. The market sees this and responds—prices for established photographers rise quickly, and new names are getting their chance.

2. Accessibility and democratization

Unlike large paintings or monumental sculptures, photography is more accessible as an investment—even for first-time collectors. That does not mean it has lower value—quite the opposite. It's a gateway into the art world: you can build a collection from relatively modest sums while retaining the potential for substantial appreciation.

3. Limited editions and exclusivity

The key to photography as an investment is the limited edition. The artist defines exactly how many prints of a photograph will exist—say, an edition of ten. Once sold out, no further prints may be produced. Scarcity and exclusivity are thus guaranteed, creating upward pressure on value over time. A limited photograph is not a mass product—it's an original work of art that preserves its uniqueness.

4. How photography appreciates

The photography market has shown steady growth for more than two decades. In 2000, you could still buy a work by a well-known photographer for hundreds of euros; today, the same names sell for tens or hundreds of thousands.

- At Christie's and Sotheby's, photographs regularly achieve record prices. Artists like Andreas Gursky or Cindy Sherman sell in the millions.
- Even among emerging and mid-career artists, a clear pattern appears—a work first sold at €500 can be worth multiples a few years later once the edition is sold out and the piece enters the secondary market.
- · Market reports show the photography segment is catching up to its rightful position in the broader art market, often appreciating faster than some traditional categories.

What this means for collectors: entering photography today is like boarding a train that's still accelerating. The sooner you acquire a strong photographic work, the greater its potential future value.

5. Technology and contemporaneity

We live in a time when the visual language of photography shapes our daily lives. While digital images appear and disappear in seconds, a framed limited photograph becomes a lasting store of value. It bridges modern technology and classical art—speaking to younger generations who seek works aligned with how they see the world, as well as to seasoned collectors who appreciate timelessness.

6. A blend of aesthetics and investment

Photography uniquely combines aesthetic pleasure with investment sense. It enriches a space while representing capital that can grow over time—ideal for those who want their collection to carry both personal and financial meaning.

Example: How photo prices can grow

· Andreas Gursky – "Rhein II" (1999)

Sold at Christie's in 2011 for \$4.3M, then the most expensive photograph ever. (Gursky's works originally sold for thousands of euros.)

· Cindy Sherman – "Untitled #96" (1981)

Sold in 2011 at Christie's for \$3.9M.

(In the 1980s, her works could be acquired for hundreds to low thousands.)

· Richard Prince – "Untitled (Cowboy)" (1989)

Sold at Sotheby's in 2014 for \$3.4M.

(In the early 1990s his photographs traded for hundreds of dollars.)

- D2 How Limited Prints Work

One of the most important concepts for new photography collectors is the limited edition. It is what underpins both artistic and investment value.





11. What is an edition

When an artist creates a photograph, they decide how many prints of that work will officially exist. Example: an edition of 10. That means there will only ever be ten prints of that photograph in the format and quality defined by the artist.

Each print is numbered—e.g., 3/10 indicates the third print out of ten.

2. Artist's signature

An original print in an edition is signed by the artist. The signature confirms authenticity and strengthens value. Artists typically sign on the reverse, in the margin, or below the image area.

3. Certificate of authenticity

Every print should be accompanied by a certificate of authenticity—a document stating the title, date, technique, dimensions, edition number, and the artist's signature. For collectors, the COA is as important as the work itself: it is the legal proof of originality.

4. Why limitation matters

Limited editions ensure scarcity. If there are only ten prints worldwide, value rises as the edition sells through. Later prints typically command higher prices than early ones—availability declines while demand grows.

Example: In an edition of ten, early prints might sell at €800, mid-edition at €1,200, and the last prints at €2,000. Once the edition is sold out, the only route is the secondary market—auctions or private sales—where prices often rise further.

5. What determines a print's value

- Edition size smaller editions generally mean higher value (e.g., an edition of 5 is scarcer than 25).
- · Artist reputation exhibitions, institutional collections, and awards support higher prices.
- Technical quality paper choice, printing method, and size. Archival materials increase value.
- Provenance exhibition and publication history or acquisition by notable collectors.
- · Condition damage or fading can reduce value.

How an edition's value can rise

- Print 1/10 sells at €800
- Print 5/10 sells at €1,200
- Print 10/10 sells at €2,000

After sell-out, secondary-market prices can double or triple.

15 How Value Grows-

Every collector asks: what makes an artwork increase in value? For photography, several factors directly influence price.

1. Sold-out edition

The simplest and most visible driver. Once an edition is sold out, the work is no longer available from the artist; only the secondary market remains, where supply-and-demand dynamics fully apply.

- A print originally priced at €1,000 might fetch €3,000 or more post sellout.
- Entering an edition early is often advantageous—the fewer prints left, the higher the price.

2. Rising artist visibility

A print's value grows with the artist's reputation. Exhibitions, media coverage, and participation in significant shows naturally increase demand.

- Presentations in respected galleries in London, Paris, or New York can lift prices of earlier works.
- · Publications, interviews, and awards also contribute to stronger pricing.

3. Exhibition history of the work

It's not only about the artist—it's about the specific piece. A photograph included in important exhibitions or catalogues gains value. Collectors prefer works that carry a story.

- \cdot Inclusion in a prestigious gallery show can raise value by tens of percent.
- The more visible and documented a work is, the stronger its market position.

4. Secondary-market benchmarks

When a photograph sells at auction above its primary price, it sets a new benchmark. Subsequent resales reference that higher level. Collectors closely watch whether "their" artist appears at auction—this is a strong signal of value growth.

5. Long-term potential

Photography naturally reflects the spirit of the age. Artists who capture something iconic or timeless can see the greatest appreciation over the long term. Some works gain value only years later—when it becomes clear they defined a key moment or trend.

How a single print can appreciate

- · Year 1: edition print sells for €1,200
- Year 2: international exhibition → primary price for remaining prints rises to €1,800
- · Year 3: edition sells out → secondary-market price €3,000
- · Year 5: featured in a prestigious show → price around €5,000

Result: value more than quadrupled in five years.

Motography is among The fastest-growing segments of the ar market.



Practical Reasons to Invest in Art



Collecting always has a personal dimension—joy, aesthetics, a sense of distinction. Equally important are the practical reasons to include art in your investment portfolio.

1. Portfolio diversification



Seasoned investors never put all eggs in one basket. Art is an alternative asset that balances traditional holdings (equities, bonds, real estate).

- · Art has low correlation with financial markets—when stocks fall, quality art often remains stable or even appreciates.
- That means greater safety and reduced overall portfolio risk.



2. Stability outside financial markets

Art is a tangible asset. It's not tied to stock indices, geopolitics, or inflation to the same degree as other asset classes.

- · A photograph or painting doesn't "disappear" in an equity downturn.
- · Owning art means holding something that endures—regardless of market cycles.

3. A store of value over time

Unlike luxury cars or technology, which typically depreciate, quality art tends to gain value as time passes. It's ideal for long-term holding and for preserving capital across generations.

4. Tax advantages

In many countries, owning and trading art carries specific tax benefits.

- · Art purchases may sometimes be booked as business expenses (e.g., for display in offices or corporate collections).
- · Capital gains on art sales can be taxed more favorably than other gains.
- · Donating art to museums or galleries can bring tax relief.

(Note: tax rules vary by country—consult a financial or tax advisor for specifics.)

5. Portability and liquidity

Unlike real estate, which is slow to sell, an artwork can be brought to market via auction houses, galleries, or online platforms. Quality photographs or paintings typically find buyers—especially when the artist's name is rising.

Art vs. traditional investments

- · Equities: high growth potential, high volatility
- · Real estate: stability, but low liquidity and high entry costs
- · Art: aesthetics + store of value + diversification—with potential for significant upside when you choose well

That's why art is one of the most compelling portfolio complements.

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How to Choose the Right Work

Investing in art isn't about buying the first photograph you like. While emotion and taste matter, it pays to know the key criteria that determine value and future potential.

1. The artist

Watch for:

- · Reputation & exhibition history galleries, international shows, awards
- · Trajectory & consistency a clear signature style and steady career path
- · Market momentum auction presence, coverage in specialist media

2. Limitation

Photography derives value from limited supply.

- Edition size smaller is better; 5–10 prints usually have higher potential than an edition of 50
- \cdot Numbering (e.g., 3/10). Earlier numbers may be priced lower than the final prints
- · Sell-through fewer remaining prints usually means higher prices

3. Technique

Craft impacts value directly:

- Printing archival materials (e.g., pigment prints on fine-art paper) for decades-long stability
- Format larger formats are rarer and more expensive to produce
- · Presentation framing, matting, and a COA protect long-term value

4. The work's story

Art isn't just the image—it's the narrative it carries.

- · Artist's intent what inspired the work; what emotions or message it holds
- · Exhibition/publication inclusion adds weight
- Personal resonance a piece that speaks to you holds value as part of your identity and legacy

5. Verify authenticity

Never buy a photograph without a signature and a certificate of authenticity. Without them, the work is practically worthless from an investment standpoint.

6. Why buy emerging artists

The largest appreciation often happens with new or not-yet-fullyestablished artists. While names like Gursky or Sherman already command millions and are accessible to few, emerging artists present a different picture:

- Low entry acquire works for hundreds to thousands, not tens of thousands
- High upside international exposure can multiply prices; a piece bought at €800 can be worth €5,000 in a few years
- Support talent your purchase fuels the artist's growth—and you benefit from it
- Scarcity early editions are the most collectible; later you may never access them again

Buying an emerging artist today is like investing in a startup—high potential at relatively low entry cost.

Emerging artist = opportunity

- · A €1,000 print today → €10,000 in five years
- First editions are always the most coveted—you were there "from the start"
- The owners of blue-chip artists' works once bought them as "unknown photographs"

Track new artists with a clear voice, vision, and potential—that's where the biggest gains hide.

Selling On (the Secondary Market)

Buying is the first step. The second is knowing how to proceed later—hold long term or sell at a profit. This is the secondary market.

1. What it means to sell a print at a profit

Value typically increases when:

- · the edition sells out,
- · the artist gains international recognition,
- the work has exhibition or publication history.

Selling at a profit means reselling above your purchase price—gains can reach tens or even hundreds of percent.

2. Where photographs are resold

Auction houses (Christie's, Sotheby's, Phillips, plus local houses)
 Pros: high visibility, potential for record prices
 Cons: seller's commission often 10–25%

Galleries & intermediaries

Some galleries broker resales of works they placed originally Pros: established clientele, professional representation Cons: 20–40% commission, depending on the agreement

• Online platforms (Artsy, 1stDibs, Artsper, other specialist portals)

Pros: global reach

Cons: platform fees and strong competition

Private sale

Direct sale to another collector

Pros: no commissions, fast process Cons: requires network and contacts

3. Commissions and costs

Factor in commissions when selling. This isn't a negative—intermediaries give access to buyers you might not reach alone. Auctions can also push prices higher than expected.

4. Documentation & provenance

To sell at a profit, keep all documents: COA, invoice, any catalogues or exhibition photos. These prove authenticity and history—critical to buyers.

5. Strategic timing

You don't have to sell the moment value rises. Experienced collectors wait for peak moments—shortly after a major exhibition or media success.

What a resale might look like

- Year 1: purchase at €1,500
- Year 3: edition sold out → value around €3,000
- Year 5: international show → auction sale at €5,000
 - 20% auction commission → net profit ≈ €2,500

Art is not only aesthetic pleasure—it's a real investment with strong upside potential.

The Future of the Art Market & Your First Steps



The future—why now is the best time to start

The art market is evolving. Once dominated by galleries and major auction houses, it has opened to a wider audience—thanks to online platforms, social media, and a new generation of artists.

- Ongoing digitalization works are more accessible than ever; a collector in Bratislava can invest as easily as one in New York
- **New artists** more emerging creators earn international recognition; their works often have the strongest growth potential
- **Photography's rise** still catching up to painting and sculpture, leaving room for further price expansion
- **Art as a haven** in uncertain economies, investors seek stable alternatives; art is one of them

In short: conditions are ideal. The market is opening, photography is accessible, and those who enter now can benefit from the growth ahead.

How to start today

Beginning doesn't have to be complicated. A few steps are enough:

1. Buy your first print

- choose a work that moves you and meets investment criteria (limited edition, signature, COA).

2. Record it in your database

 keep the certificate, invoice, and all documentation. Create a simple collection log to track holdings and value.

3. Monitor value growth

- follow the artist: exhibitions, publications, awards. Each milestone can lift your piece's price.

4. Build a relationship with your art advisor

- an advisor isn't just a salesperson; they know the market, track pricing, and flag the right moments to buy or sell.
- They can also source opportunities that never reach the open market—e.g., a print purchased years ago for a few hundred euros that now trades at multiples.





Art is not just decoration.

It is an investment in yourself, in your space, and in the energy that surrounds you.

A piece of art on the wall is never just an image. It is a story you carry with you, a reflection of your personality, and a reminder that you allow yourself to live life on a higher level of aesthetics. Art has the power to shift the atmosphere of a room, the mood of a day, and the way you feel within yourself.

That's why it's important to buy art NOW. Not tomorrow, not when "the right moment" comes. Art is eternal - but the opportunity to own a particular piece only comes once.

Lucano Matta is a contemporary artist and photographer who merges minimalism, irony, and powerful visual storytelling. His SpiceBag collection transforms something completely ordinary – the iconic Irish fast-food paper bag – into a high-value artistic object. It's a play of contrasts: the everyday becomes luxury, the low becomes high. Each print is produced on archival Hahnemühle Photo Rag paper and comes with a certificate of authenticity.

And most importantly – SpiceBag is Lucano Matta's first collection.

This means that every piece in it is part of the historic beginning of his body of work. The value of a first collection is always the highest, because it sets the foundation of everything that follows. And with new series already in preparation from Madrid and other cities, the value and significance of the SpiceBag prints will only continue to rise. www.extratemporary.com

www.lucanomatta.com









Why Lucano's art?

Because it is technically impeccable, visually captivating, and conceptually bold. Because it carries both the spirit of our time and timelessness. Because his works already hold value today – and in the future, they will hold even more.

If you feel it's time to surround yourself with something extraordinary, start now.
Click, choose your piece, and allow Lucano's art to bring exactly the energy you seek into your space.

Art is not something you "need." It is something that reminds you that you are worthy of more.



www.extratemporary.com www.lucanomatta.com