

# ART COLLECTING FOR NEWCOMERS

This talk aims to introduce participants to the fundamental drivers of art markets, an overview of what collecting art is all about and how to make informed, sensible decisions through the following pointers:

- What is the value of art? Why is art being collected by the elites?
- Aesthetics: A primer to understanding and appreciating art
- A - Z of art collecting: What a new collector ought to know
- Investment potential in art collecting

