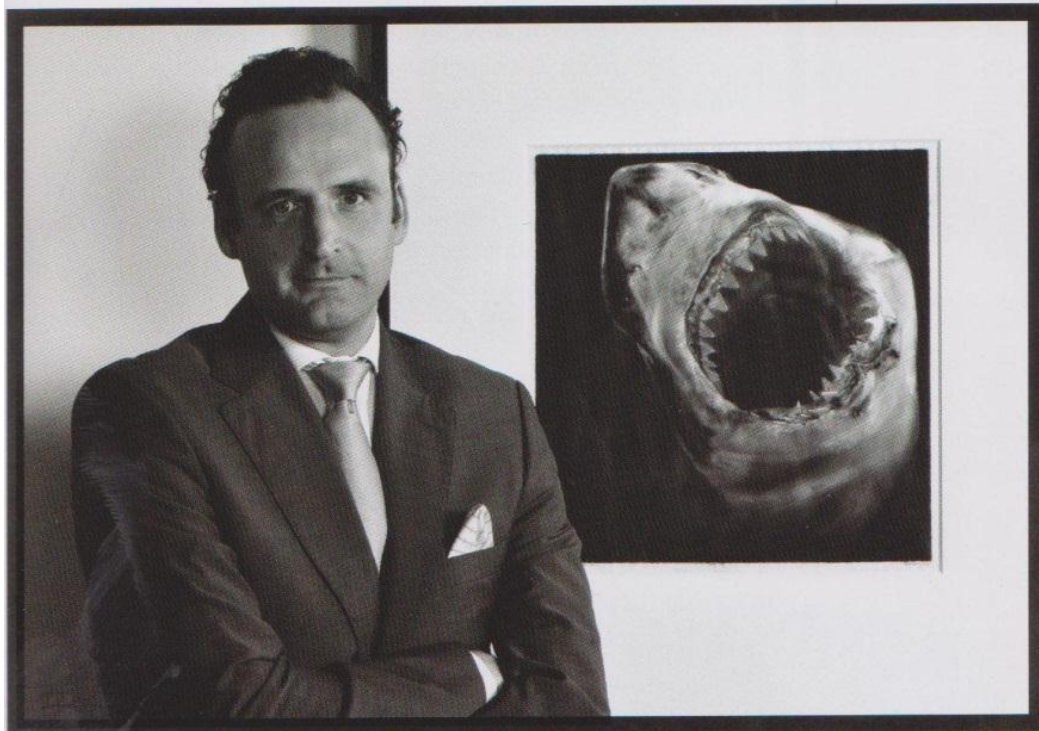


taste in training

Building an art collection may begin with one's passions and resources, but the success of this curious enterprise depends just as heavily on professional consultation and guidance.

Frederic de Senarclens (this page). Art Plural develops an audience for contemporary design with showcases on Ron Arad, Karim Rashid and Johanna Grawunder.



The number of high-net-worth individuals acquiring art rises steadily with international travel and affluence. Art has emerged to be a shared passion and fulfilment for many – after luxury cars, yachts, homes and fancy watches – and one that gratifies aesthetic and investment needs.

Singapore is clearly building on the art scene and consequently rising as one of the prominent global art hubs. A young, dynamic, multicultural and constantly evolving city, Singapore has a vibrant cultural landscape made richer by influx of members of the international art set. Some recent indications of progress were the opening of the Singapore Freeport, the ArtScience Museum at Marina Bay Sands, the successful installations of Art Stage Singapore, and the inception of international art dealers expanding their business in this city.

In Singapore, where many are looking to acquire art, it has become essential to seek professional advice from an art-buying partner – a professional dealer who would help the client to acquire the right piece at the right price. An establishment that offers an array of services related to building, growing and protecting an art collection is Art Plural Gallery.

In 2008, Swiss art dealer Frédéric de Senarclens brought his long established art dealing activities to Asia, from Switzerland, in Singapore. He subsequently launched Art Plural



AGENDA

AGENDA - COLLECTING ART

Gallery in 2011, with an intention of specialising in Modern and Contemporary art and design in a unique gallery space of 12,000 sqft spread over four storeys, in the heart of Singapore's cultural district.

"Singapore will become the new destination for art collectors in Southeast Asia and Art Plural Gallery certainly contributes to Singapore's flourishing cultural life," observes de Senarclens.

Advisory Services

Art Plural Gallery's professional dealing and advisory services include sourcing artworks from private collections, art dealers and international galleries, monitoring the auction market and attending art fairs with clients to provide advice. The gallery prides itself on sharing the insider's expertise to assist with creating and customising the appropriate art investment strategy to build not only a collection, but a wealth platform for future generations.

Frédéric de Senarclens advises that a collector should gather as much information as he can to learn about artists. By visiting galleries, art fairs and auction houses, he should expose himself to the art world. One should always take his time and follow his instinct and passion.



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Art Plural Gallery engages with each client on a personal and confidential level. Whether a novice or a connoisseur, a passionate collector or a family trust, a foundation or government body, an individual or an organisation, the gallery is able to advise on the management of the clients' collection to meet museum quality standards.

The gallery's collection management services also include inventory management, research on historical information and provenance, provision of condition reports, valuation, insurance and authentication of certificates, supervision of museum quality framing, publication of catalogue and the definition of a collection strategy.

Art Asset Class

For individuals with a desire to expand his investment portfolio with artworks acquisition, Art Plural Gallery defines art and recommends diversification strategies, providing detailed market research and analysis to their clients. The goal is to assist them in structuring art investment vehicles that match their risk preferences so that they may achieve long-term capital growth.

Historically, art as an asset class has proven to be less volatile than other types of investments with only one exception deviation (in the early 1990's) occurring over the past 53 years. Even in the recent 2008-09 downturn, the art market only experienced a slight and temporary decrease. The performance of art indices over the past 35 years shows, to date, a relative steady growth approximating 12 per cent per annum.

The value of an art piece depends of a number of factors. The first is the profile of the artist, his relevance in art history and his contribution to a movement or period of time. Artists should innovate while at the same time remain consistent. Individuality and uniqueness are key words when looking at contemporary art.

Auxiliary Activities

To date, de Senarclens has brought artists, public art projects, conferences and art publications to the city state, from Modern masters like Pablo Picasso and Jean Dubuffet to prominent Contemporary artists such as Marc Quinn, Doug and Mike Starn, Fabienne Verdier and Manolo Valdes – artists whose works have sent Singapore-based collectors to distant shores in order to add to their collections. At the same time, while looking at local and emerging talents like Thukral and Tagra, Qiu Jie and Li Tianbing, the gallery offers a plurality of artistic talents, creating a strong cross-cultural dialogue between the East and the West.

Art Plural has a 12,000-sqft, four-storey exhibition space on Armenian Street.

In addition, Art Plural Gallery was the first to bring design to the Lion City with showcases dedicated to highly influential artists such as Ron Arad, Karim Rashid, Johanna Grawunder, Pablo Reinoso and Thierry Dreyfus.

Art Plural Gallery has successfully organised solo exhibitions of French artist Pablo Reinoso, Turner Prize-nominee Ian Davenport, and world-acclaimed French artist Bernar Venet, alongside group exhibitions titled 'Avant Premiere' and 'Regard Croisés'. Plans to launch more public art projects that would engage the public are in the works.

With an eye for quality, knowledge, and high-end savoir-faire in the art world, de Senarclens's expertise lies in advising collectors to seek the perfect piece of art to start or expand a collection. He is entrusted by an international network of art dealers, private collectors and artists, and is able to personalise, research and identify works that match each client's requirements.
- Veronica Neo



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