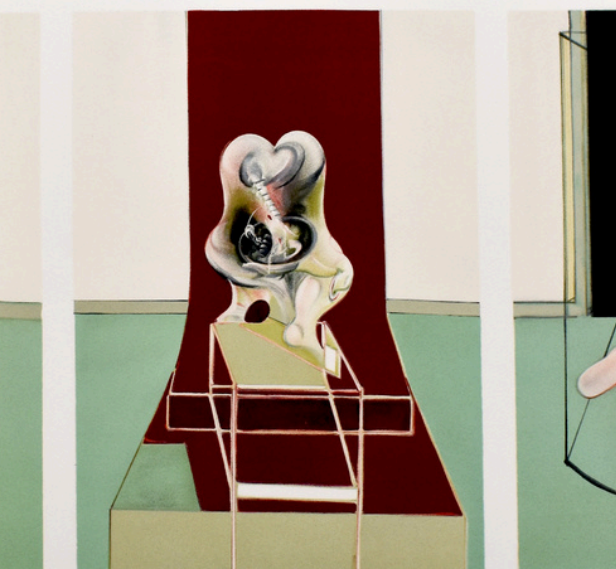




Share your passion



AN ART EXCHANGE
BRIDGING THE GAP
BETWEEN ART AND FINANCE

www.londontradeart.co.uk



/londontradeart



1,418



1,860

Our Goal: Democratise art ownership by using blockchain technology to create an Art Exchange, a dynamic and transparent secondary art market that bridges the gap between art and finance.

About L T A r t

London Trade Art is a visionary project which offers a democratic art collecting service through the innovative model of fractional ownership. It offers individuals the possibility to purchase Art Shares of high-value artworks, representing percentages of each. Each Art Share takes the form of a smart contract, linking to the digital certification associated with and testifying to co-ownership. This guarantees the highest level of security and traceability. LTArt believes that art should be accessible to everyone, be they corporates, art lovers or art collectors, looking for advice on how to diversify their portfolio of investments or create a high-quality, curated art collection.

"The art market is currently facing a turning point, as we are witnessing a digital revolution which could finally start filling the gap between the art industry and the financial market.

Through the application of innovative technologies, London Trade Art aims to expand the audience, providing an always available, transparent and democratic market."

-Francesca Casiraghi, CEO

About Our Founders

Francesca Casiraghi, Co-Founder & CEO of London Trade Art

Art market and cultural economics specialist. She achieved a Master's Degree with honours in Arts, Markets and Heritage at the IULM University in Milan, Italy. After having worked as curator and manager assistant for international art galleries and cultural institutions, she won a Master's thesis research scholarship in London. During one year of research, she collaborated with the hedge fund Triple AM LLP to develop the theoretical study of comparison between art and finance which led her to found London Trade Art in 2016.

Andrea Seminara, Co-Founder of London Trade Art

Financial market expert, with an academic background in Economics of Business and Markets. With more than 8 years of professional experience in the field of investment banking, he is the founding partner and fund manager of the London-based hedge fund Redhedge.

LONDON TRADE ART

A democratic art ownership service.

www.londontradeart.co.uk

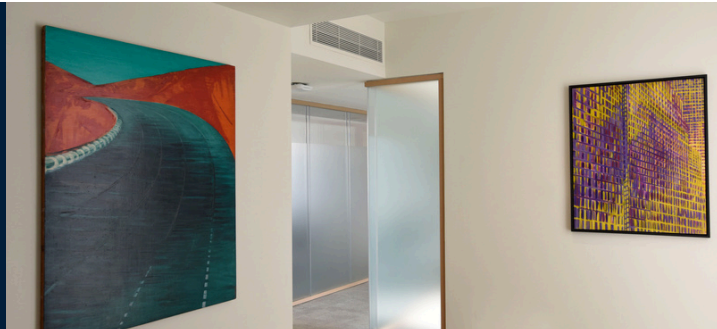


Art Shares

We offer legally certified physical artwork for co-ownership, which is purchased in shares. Co-owners benefit from the temporary holding of the artwork and private ad-hoc events.

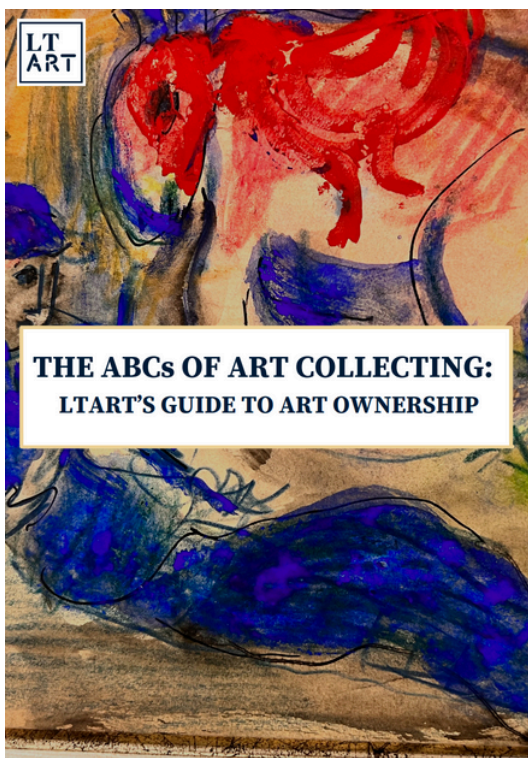
Fine Art Advisory

We organise tailor-made exhibitions, create art programme and develop art collections for individuals and corporates.



What's Next: The Art Exchange

We're developing an art exchange, replicating the mechanism of the financial market, allowing for the buying and selling of Art Shares within a transparent, continuous and dynamic market.



E-book: 'The ABCs of Art Collecting'

Discover our new e-book on art appraisal, titled 'The ABCs of Art Collecting: LTA's Guide to Art Ownership'. This in-depth guide is the perfect tool to help individuals and corporates make more informed choices when it comes to art ownership.

Available to download from the LTA website.

Our Achievements

- Launched the primary market (Art Shares), while progressing with the development of the secondary market, or Art Exchange
 - Our first animated digital artwork by @frankxtown, purchasable in Art Shares, sold out in just 24 hours
 - 90% of Art Shares of our blue-chip art by Alighiero Boetti sold in a few weeks
 - Our latest blue-chip artwork by Marc Chagall has also been launched successfully
- More than 100 active clients
- Partnerships with the fully regulated asset management firm, Redhedge, and law firm Withersworldwide

Our Latest Blue-Chip Art Projects



Alighiero Boetti,
'Le cose nascono dalla necessità e dal
caso' (1989)

Market Value: £125,000
Number of Art Shares: 1,000
Value of each share: £125
SOLD



Marc Chagall,
'Untitled' (1967)

Market Value: £125,000
Number of Art Shares: 1,000
Value of each share: £125

Contact Us



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