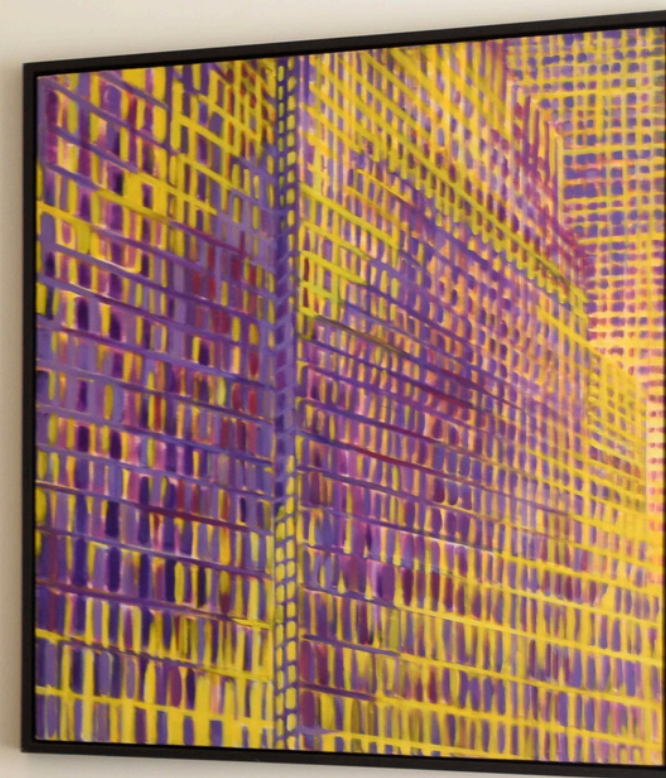




LT ART Advisory





London Trade Art (LTArt)

A female-led company with a mission to democratise the art market through the innovative model of fractional ownership of high-value artwork. Alongside this core project, we offer a professional and tailored fine art consultancy for the organisation of corporate art events and bespoke art collections.

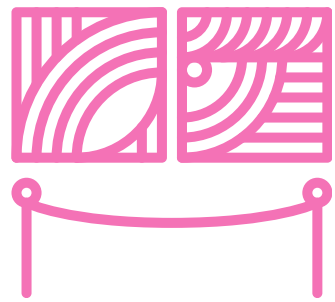


For Companies

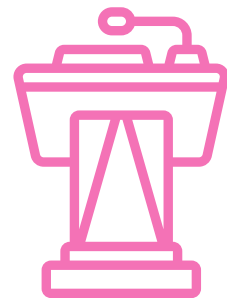
With multiple years of experience in the industry and a rich history, London Trade Art (LTArt) is recognised as being highly specialised in connecting art and business.

Art Programmes

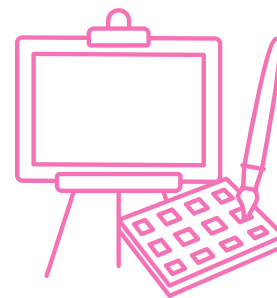
We offer art programmes for companies. The format is tailored to your corporate values, visually bringing them to life through contemporary art and associated activities.



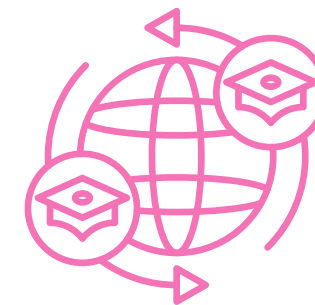
Art
Exhibitions



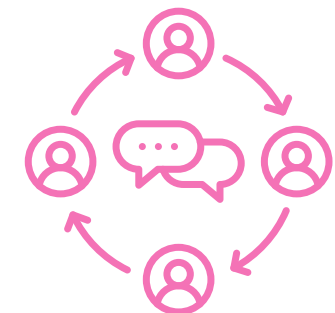
Conferences and
talks



Art activities
for employees
and clients



Educational
programmes



Art content
development
for
communication

The Process

Our team has a high degree of expertise and is very well-connected in the art sphere. As such, we are able to provide a fully professional service covering each aspect of the desired art programme.



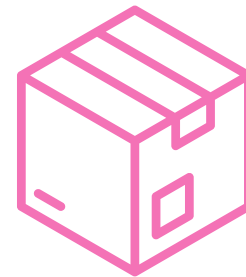
Idea Generation

Based on a company's features, values, mission and objectives.



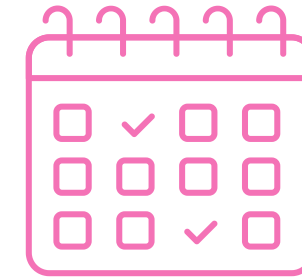
Art Programme Development

Completed with the support of outstanding art partners.



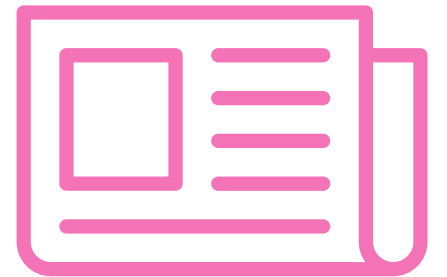
Services Management

Involving professional partners for practical aspects and logistics, such as insurance, shipping, setting-up and maintenance.



Events

Organisation of events, such as private viewings, guided tours, talks, and activities for employees and clients.



Project Promotion

Development of a curated catalogue, bespoke content creation and press coverage.

Our Trusted Partners

Galleria

Federico

Vavassori



Cortesi Gallery



RED HEDGE

Galleria Massimo Minini

withersworldwide



1FS
WEALTH



Milano | Roma | Magenta | Torino | Monza | Palermo | Catania | Bologna

A Selection of Press Coverage



JULIET



ArtsLife ZERO

Artribune



IL GIORNALE DELL'ARTE.COM

Some Examples of Collaborations

Withersworldwide

Withers is the leading law firm for successful individuals, their private capital and businesses in the digital and physical worlds. We have been collaborating with the firm since 2018, developing the ‘Withers Meets Art’ programme a curated series of exhibitions aiming to successfully represent the corporate values and areas of interest of its Italian offices.

Redhedge Asset Management

Redhedge is an FCA-regulated asset manager specialising in credit relative value with headquarters in London. We have been acting as the primary managers of their art collection since 2016, organising exhibitions throughout the year and advising them on new pieces for their portfolio. Art and finance are at the heart of our business model and we know how to pair the two to the best advantage.

Redhedge Art Advisory & Management Since 2016



Our Tech Solution to Manage Your Collection

With our partner, 1fs Wealth, we have built a tech solution to help corporates and private individuals keep track of and fully manage their art collections, including the paperwork associated with each piece, on a highly secure, digital platform.

The screenshot displays the LT ART dashboard, a digital platform for managing art collections. The interface features a dark theme with a sidebar on the left containing navigation options: Dashboard, Wealth Map, Market Snapshot, Collectables (highlighted), Arts (highlighted), Other Assets, Asset Register, Reports, and Portfolios. The main content area is titled 'Arts' and includes a 'Filter' button in the top right. Below the title, there are three main sections: 'Total Value' showing £0, 'Distribution' (with tabs for Distribution and Performance, currently showing 'By owner'), and 'AI Insights' (with tabs for AI Insights and Related news). The 'AI Insights' section contains three text boxes providing optimization suggestions. At the bottom, there is an 'Add New Asset' button and a 'View' toggle between grid and list views.

1fs WEALTH **LONDON TRADE ART**

Arts [Filter](#) [Contact Arts Expert](#)

Total Value
£0

Net £0
CoC 0.00%

Distribution **Performance**
By owner

AI Insights **Related news**

One potential area for optimization is to focus on assets with a higher base value relative to the base cost, as they may have a higher potential for future profitability.

One potential area for optimization is to focus on assets with a higher base value relative to their base cost, as they may have a greater potential for future profitability.

One potential area for optimization could be to focus on acquiring assets in

[Add New Asset](#) **View** [Grid](#) [List](#)

Art Programme Series 'Withers Meets Art'

LISA PONTI

in dialogue with Gio Ponti and Francesco Vezzoli

Milan 2018



PANTA REI

Titina Maselli with an intervention by Flavio Favelli

Milan 2019

ROLLING DICE
Milan 2023



THE MAGIC OF GLASS
Padua 2024

Testimonials

“In 2018, the paths of Withers and London Trade Art crossed, creating a business partnership which we have called the WithersMeetsArt project. Over the years, the LTArt team has worked with us demonstrating professionalism and knowledge in the organisation of contemporary art exhibitions in our offices. They have always taken great care to represent our values and aspirations in the choice of the artworks on display and to meet the interests of our clients.”

- Giulia Cipollini, Partner at Withersworldwide

“The wonderful team at LTArt has been organising art exhibitions for us at our offices since 2017 and helping us build a unique art collection, which we rotate throughout the year. We have found art to be a great conversation starter with clients and even amongst our employees, and we look forward to hopefully continue working with LTArt for years to come.”

- Andrea Seminara, CEO/CIO of Redhedge Asset Management LLP

What Goes Around Comes To Art

An LTArt Exhibition at Herrick Gallery, London, November 2018



Art Programme Results

Organisation of guided tours for the press, collectors and corporate clients

Curated catalogues for exhibitions

Conferences & events featured in global art shows & fairs, incl. the VIP programmes of Milan art week and LA art week

Press coverage management

Organisation of conventions and networking events to merge the corporate and art worlds



Benefits of Our Art Programmes

- Enhancing Corporate Social Responsibility
- Improving reputation
- Creating networking opportunities
- Expanding client base
- Engagement opportunities for clients and employees

Fractional Ownership

Thanks to our fractional ownership model, we make it possible to own a percentage of high-value artworks by Blue-Chip artists.

Benefits for companies include:

- Portfolio diversification for both companies and their clients;
- Companies can temporarily hold the artworks and rotate them around their office spaces;
- Companies can expand their art collection without worrying about storage, maintenance or insurance fees;
- As co-owners, they can trade the Art Shares in the upcoming Art Exchange.



Marc Chagall
'Untitled' (1967)
32.3 x 24.1cm
Gouache, Ink and Pencil

Launch of First Co-donation Project, “Confini - Verso il domani. L’italianità” by Fabio Pietrantonio, for The Italian Chamber of Commerce and Industry for the UK

Embassy of Italy, London, June 2023



Launch of First Fractional Ownership Project by Alighiero Boetti, In collaboration with Law Firm Mainini e Associati

Milan, September 2021



Our Team



FRANCESCA CASIRAGHI
Founder & CEO

Art market expert with a Master's degree in Arts, Markets and Heritage. She has worked for international art galleries and art institutions, such as La Triennale of Milan.



JESSICA TANGHETTI
Chief Art Curator

PhD in business investments in the arts, art advisor and curator, with 10+ years of experience. Lecturer and researcher in art management and economy of the arts.



AURELIA CLAVIEN
Chief Marketing Officer

Specialist in modern and contemporary art with a Master's degree in Art History and Media & Communications. She has 10+ years of marketing experience.

LONDON
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ART

WWW.LONDONTRADEART.CO.UK

'THANK YOU

CONTACT US

artadvisory@londontradeart.co.uk