

Hartco Consultancy: Your Art Investment Partner



Fine Art | Bespoke Service | Trusted Results

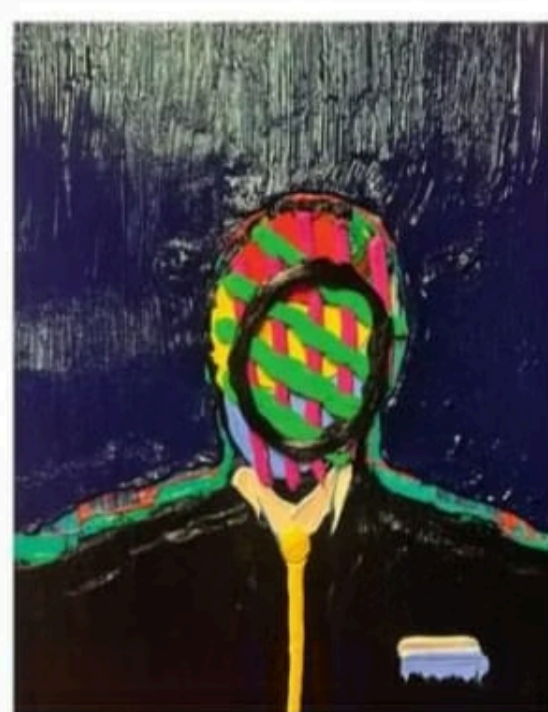
At Hartco Consultancy, we pride ourselves on our unparalleled access to the finest art from renowned artists and elite auction houses around the world. Our team of experts meticulously evaluates each piece, ensuring you make art investments at true market value no inflated premiums or guesswork involved.

Our extensive industry knowledge and connections allow us to source the most sought-after artworks, providing you with exclusive opportunities that are typically unavailable to individual collectors. We handle every step of the acquisition process, from research and authentication to secure transportation and documentation, so you can invest with complete confidence.

Whether you're looking to build a portfolio, diversify your assets, or unlock the value of your existing collection, Hartco Consultancy is your trusted partner in the world of art investment. Our performance-driven approach and commitment to transparency set us apart, giving you the peace of mind to make informed decisions and achieve your financial goals.

Navigating the World of FINE ART

Hart Co Consultancy blends curated expertise with personalised service, championing noteworthy artists such as Lincoln Townley



Above from left: Lincoln Townley, works including from the *Bankers* series;

At its best, an art consultancy positions itself as a bridge between the commercial and creative sides of the art world, working closely with the collector, as an art advisory and dealership firm, committed to elevating fine art experiences.

London-based Hart Co Consultancy (hartcoconsultancy.co.uk) has a team of eight professionals, including founder George Kichenside, who combines over 15 years of marketing and art industry experience. Hart Co specialises in providing a tailored, end-to-end art investment service designed to deliver meaningful returns, with a focus on sourcing exceptional artwork with strong investment potential, identifying pieces that are culturally significant and financially rewarding.

BESPOKE

From the sourcing and acquisition of artwork to storage, insurance, and resale, Hart Co Consultancy manages the entire investment process on the client's behalf, with a

bespoke approach allowing each client to benefit from a carefully curated portfolio, aligned with their financial goals and risk appetite. Whether you're an experienced collector or entering the art market for the first time, Hart Co's mission remains the same: to help the collector build and profit from a resilient, high-performing art investment portfolio.

Hart Co works exclusively with the top-performing 20 percent of contemporary artists to ensure clients gain access to works with proven market demand and long-term growth prospects. One of Hart Co's most prominent featured artists is British contemporary painter Lincoln Townley, whose expressionist portraits explore the undercurrents of fame, excess, and power. A self-taught artist and former celebrity publicist, Townley empowers his canvases with raw emotion and bold brushwork. His acclaimed series including *ICON* and *Behind the Mask* have attracted collectors from royalty to Hollywood elites. As one of

Townley's authorised dealers in the UK, Hart Co Consultancy provides collectors with direct access to authenticated pieces from Townley's studio, ensuring provenance and authenticity through the artist's dedicated registry BANK VAULT, which records his every work since 2012. Hart Co Consultancy has joined forces with Artcap to offer clients unique investment opportunities in the contemporary art market. This partnership provides direct access to Lincoln Townley's private studio, allowing investors a behind-the-scenes look at his latest works.

In addition, clients will benefit from access to Artnet, a leading art market platform, giving them valuable insights and data to support informed investment decisions.

Together, Hart Co and Artcap are bridging the gap between exclusive art access and market intelligence, redefining the art investment experience. ♦

MAKES © Hart Co Consultancy

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COLLECTIONS

www.artsandcollections.com

ART • LUXURY • INVESTMENT • PROPERTY • COLLECTABLES • TRAVEL



Fine Art | Bespoke service | Trusted Results

Hartco Consultancy - Redefining Art Investment

Welcome to Hartco Consultancy, where fine art meets financial foresight.

Based in the heart of London, we are transforming the way discerning collectors and investors engage with art. No longer simply a passion purchase or aesthetic indulgence, art is now recognised as a secure, appreciating asset class. Purchasing the right artwork from the right artist can often outperform traditional investment routes, we are your trusted partner in making those decisions with confidence.

We specialise in sourcing exceptional artworks at precisely the right moment, aligning each acquisition with your individual taste, portfolio strategy, and long-term financial vision. From museum-worthy masterpieces to breakthrough contemporary names, every recommendation is grounded in data-driven market insight, curatorial expertise, and a discerning eye for long-term value.

Our bespoke, end-to-end service ensures every detail is handled from acquisition to sale, authentication to logistics, so you can focus on the rewards of collecting without the complications.

Whether you're a seasoned investor diversifying your assets or a new collector exploring art's potential, Hartco offers a discreet, intelligent, and highly personal approach to building a meaningful and valuable collection.

Why Choose Hartco Consultancy

- Tailored acquisition strategies based on your investment goals
- Access to rare, off-market artworks through an elite global network
- Expert advice underpinned by robust analytics and market foresight
- Complete portfolio management with white-glove service

Art is evolving. So should the way you invest in it. Dare to invest differently. Choose Hartco Consultancy. Enquire today to begin your curated journey into the world of art investment.

hartcoconsultancy.co.uk

Market Performance: Art vs Traditional Investments

14.2%

Annual ROI

Average return on contemporary art investment over the past decade, according to Sotheby's Market Report.

£65.1B

Global Art Market

Total value of the global art market in 2022, with steady growth trends according to Art Basel's Global Art Market Report.

67%

5-Year Appreciation

Price increase for blue-chip contemporary artists from 2018-2023, data from Christie's auction results.

Art consistently outperforms traditional investments. Our carefully selected artists deliver exceptional growth whilst maintaining market stability.

According to Phillips auction house, contemporary art has demonstrated resilience during economic downturns, outpacing both ISA savings and FTSE 100 returns consistently since 2018. The Mei Moses Art Index shows art investments providing both portfolio diversification and superior long-term appreciation compared to traditional financial instruments.



Art Market: Stable and Secure



Market Stability

Blue-chip art has shown remarkable resilience during economic downturns, weathering market volatility better than stocks and other traditional investments. The art market provides a reliable, less volatile investment opportunity.



Verified Growth

Our carefully curated selection of artworks from renowned artists has demonstrated consistent, verifiable price appreciation, with average annual growth ranging from 8-15%. We provide detailed sales history and independent valuations to validate the market trajectory of each investment-grade piece.



Consistent Growth

Our artists have a proven track record of delivering strong, reliable price appreciation over time, making art a compelling alternative to more volatile financial assets. By partnering with Hartco, you can build a portfolio that generates steady, long-term returns.



Stable & Secure

The art market has historically provided a stable, secure investment environment, offering a reliable haven for preserving and growing wealth, even during periods of economic uncertainty. With Hartco's guidance, you can confidently navigate the art investment landscape and achieve your financial goals.



Partner with Experts

Hartco Consultancy's team of art investment specialists will guide you through every step of the process, from sourcing and authenticating artworks to facilitating secure transactions and providing ongoing portfolio management. With our industry expertise and extensive network, we ensure a seamless, worry-free art investment experience.



Market Transparency

At Hartco, we believe in providing our clients with complete transparency. We offer independent valuations, verified sales histories, and detailed growth projections to give you a clear understanding of the market dynamics and performance potential of each artwork. This level of insight allows you to make informed, confident investment decisions.



The Hartco Acquisition Process

Initial Contact

Select your artwork. Our specialists guide you through the next steps with personalised advice.

Expert Consultation

We provide comprehensive information on the artist, pricing, shipping, and insurance options.

Secure Transaction

Choose your preferred payment method. We'll handle the details with utmost discretion.

Delivery & Documentation

Receive your artwork within 14 days, along with authentication certificates and provenance records.

The Hartco Selling Experience

Fine Art | Bespoke Service | Trusted Results



Scan QR code to visit our site



Submit Your Artwork

Send images for our free valuation service. We'll assess market potential promptly.



Strategic Exhibition

We showcase your art through our elite UK gallery network and digital platforms.



Efficient Settlement

Payment within 14 business days of sale. We manage all logistics seamlessly.

Exit Strategy & Performance-Based Approach

1 Performance-Based Model

At Hartco Consultancy, we believe in aligning our interests with yours. That's why we charge a 20% commission fee only on the profits generated from artworks purchased through our services. This performance-based approach ensures we are fully invested in to maximise the returns on your art investments, creating a true partnership built on transparency and shared success.

2 Higher Returns

By handling resales in house, we can achieve higher returns compared to auctions, putting more proceeds back into your portfolio.

By handling the resale of your artworks in house, we are able to avoid the high auction house fees that can significantly erode your profits. Our extensive network of collectors and industry connections typically allows us to achieve higher returns compared to traditional auction channels, putting more of the proceeds back into your portfolio.

3 Optimal Investment Timeline

Based on our deep market expertise, we recommend an optimal holding period of three to five years for your art. This timeline allows the artworks to reach their full market potential and capitalize on the steady, long term price appreciation that is characteristic of the art market. By taking a patient, strategic approach, we can help you maximise the returns on your art portfolio.





Contact Hartco Consultancy

Experience the confidence of investing with true art market experts. Our direct artist relationships ensure authenticity and fair market value.

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Disclaimer

Hartco Consultancy offers guidance and services related to the acquisition of art. While we strive to provide accurate and reliable information, the value of art can fluctuate and may not always increase over time. Past trends are not a guarantee of future outcomes. Nothing provided by Hartco Consultancy constitutes financial advice, and clients are encouraged to seek independent professional guidance before making any purchasing decisions.