



LANDMASS

ART





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“Landmass Art was founded with a singular goal, to simplify the process of buying and selling art on the secondary market.”  
Alan Waxman - Founder

## BACKGROUND

Landmass.Art is a unique private closed network to transact off-market artwork, offering members ultimate discretion, protection, and transparency. We embrace the strengths of traditional art dealing methods and enhance them, giving our members greater control and security when buying and selling art on the secondary market.

Our specialty is Impressionist, Post-Impressionist, and significant Contemporary artworks.

With a trusted global network of art collectors, dealers and advisors established over the past 20 years, Landmass.Art is uniquely positioned to source and facilitate the sale of the most sought-after, blue-chip artists whilst minimizing the risks associated with this often-opaque market. The private closed network was developed in consultation with art professionals and collectors, providing a unique solution to the most common obstacles faced during transactions.

We offer our members Transparency, Security, Protection and Discretion when transacting, with no upfront fees or costs to participate in the community.



## THE RISK OF DOING BUSINESS

The global art market has experienced tremendous growth in recent years, spurred by an influx of affluent new collectors from newly matured markets and savvy investors, enticed by attention-grabbing headlines as sales continue to break records. Simultaneously, digital advances present greater access to the primary art market than ever before as art fairs and galleries embrace the convenience of virtual exhibitions and online viewing rooms for their international clients.

The secondary market, however, has lagged behind, continuing to rely on either the highly visible auction houses or a complex network of Advisors and Dealers to transact privately.

This is due to some of the unique risks posed by the secondary market, including:

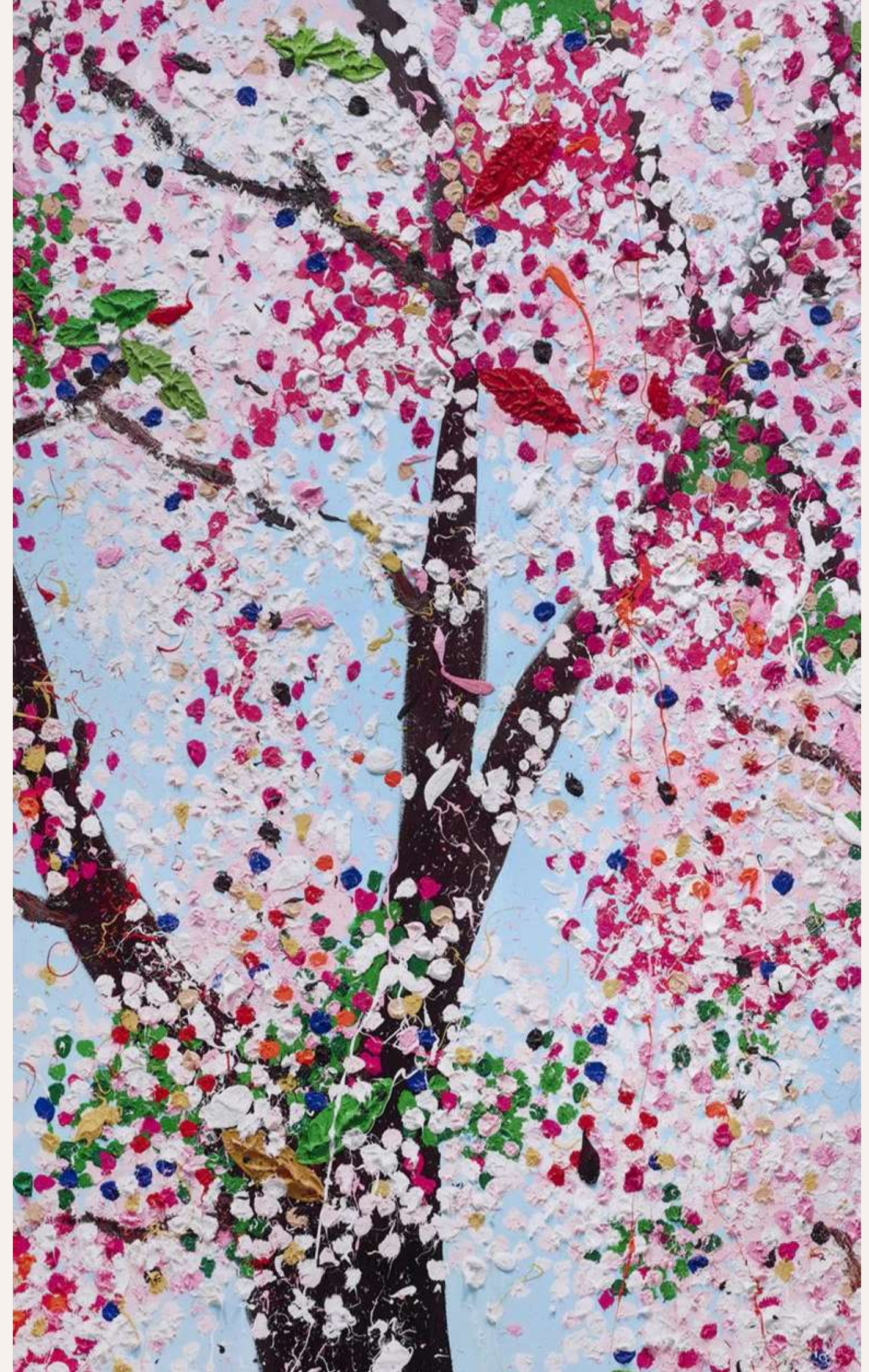
**Overexposure:** The value of an artwork perceived to be offered too widely, stays on the market for too long or remains unsold at auction is likely to be negatively affected or it can become impossible to sell, often referred to as 'burnt'.

**Authenticity:** The prevalence of forgeries on the secondary market is irrefutable and requires a high level of expertise and time to prove authenticity.

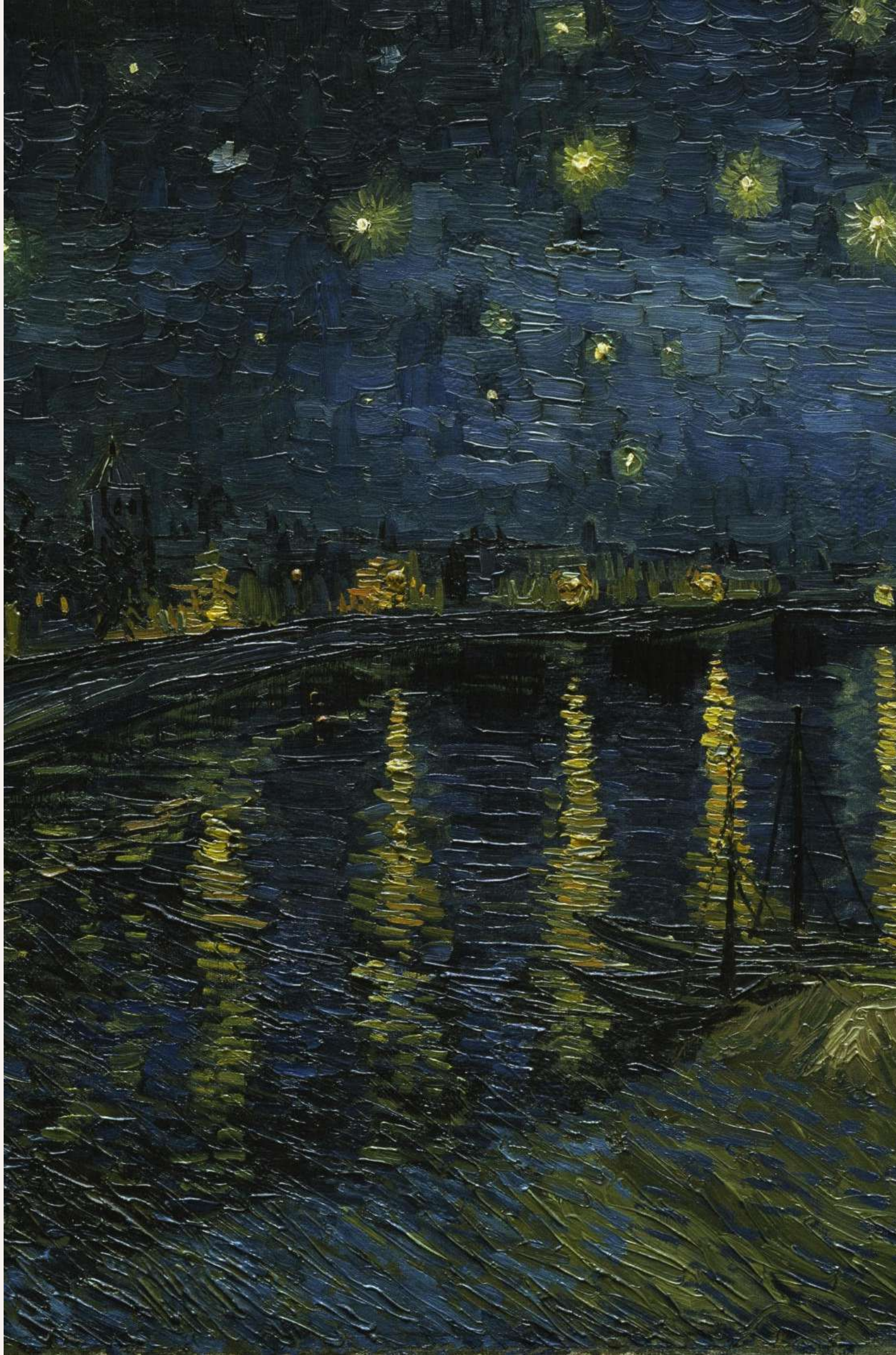
**Recognition:** Art Collectors often wish to remain anonymous when selling works, this makes finding a buyer more challenging as images must be shared sparingly.

With discretion so highly valued, the buyer's and seller's advisors rarely have any visibility of one another, and chains are formed due to the multiple agents involved in each transaction. This can complicate negotiations, inflate prices, or reduce margins, as each individual involved in the transaction will expect to receive a fee for their involvement.

The Landmass Art private closed network mitigates all of these risks, whilst also reducing the need for expensive introductions and unnecessarily lengthy chains with our unique method.







## THE SOLUTION

Landmass Art offers an elegant solution that rewards collectors with confidence and their advisor's with ease when transacting. This is equally effective for when you have a piece to sell or are searching for a specific art work.

We achieve this in the following ways:

- We empower the advisors of buyers and sellers to transact directly – Giving each side complete visibility and eradicating costly chains.
- Protect the integrity of the artwork – We never share images of works for sale, protecting them from being burnt or overexposed.
- Reduce exposure to forgeries – All artwork must pass the provenance assessment prior to be offered through the platform.
- Enhance your reach – Our network has evolved over the last decade, counting some of the most significant art collators and their advisors within our 250 members worldwide.



## THE PROCESS

### SELLING THROUGH OUR PRIVATE NETWORK:

- Share the Sales Mandate.
- Provide the supporting documentation for the artwork's provenance assessment.
- Complete and return the 'Teaser' to be shared with our global network.
- Notify Landmass Art when the sale is agreed.

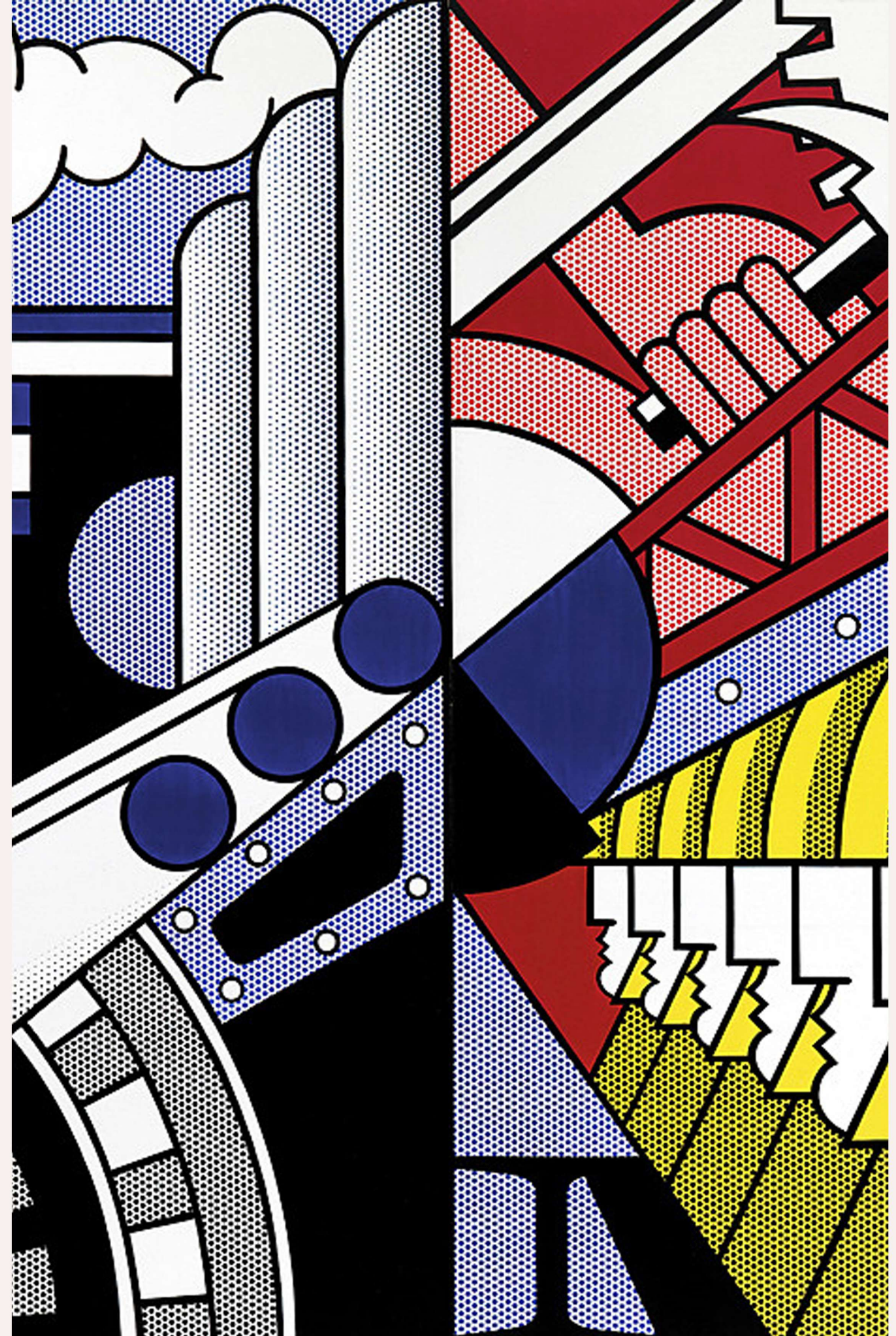
There is a nominal charge for using the Landmass Art platform to pass the provenance assessment of £300 per piece. All artworks must pass the provenance assessment to be offered for sale, and the seller is responsible for any costs incurred during this process.

### BUYING THROUGH OUR PRIVATE NETWORK:

- You will receive regular emails of artwork being offered to the private closed network.
- If an artwork is of interest, contact the seller's advisor directly and engage in discussion.
- Be comfortable with all the relevant artwork documentation and fees. You are responsible for conducting your own due diligence.
- Notify Landmass Art when the sale is agreed.

### SEARCHING THROUGH OUR PRIVATE NETWORK:

- Provide a copy of the purchase Mandate.
- Complete and return the Artwork Search Form.
- Agree to the terms and conditions and fees outlined by Landmass Art to conduct the search.
- You will be contacted directly about any works which match your search and are free to conclude the purchase directly with the seller's advisor.







## A NOTE FROM THE FOUNDER

‘Our goal is simple; to enable buyers and sellers and their representatives to transact in a seamless manner with complete visibility throughout the deal.

I knew right from the beginning that the only way to achieve the level of transparency I envisioned was by connecting the buyer and seller’s agent directly, a move that is highly unusual in this market, but which has set a new standard of cooperation.

My good faith has been rewarded and the private closed network continues to expand, with many members amazed by the platform’s ease of use, speed and effectiveness.’



Alan Waxman

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Founder & Chief Executive



## PARTNERSHIPS AND SERVICES

### FINANCING OF ART:

Added Value Art Returns

Gurr Johns Capital

### DESIGN & SECURITY OF HOMES AROUND ART:

International Clients

Monaco & Côte D'Azur

### LOST AND STOLEN ART

Art Recovery

### HOUSEHOLD ART MANAGEMENT | CLEANING & MAINTENANCE ADVICE

Pandora Art Services

### ULTRA HIGH RESOLUTION 3D COPIES

Arius Technology



## DISCLAIMER

‘Landmass Art is a private closed network that facilitates the introduction of buyers and sellers of art. Please note that Landmass Art does not act as a principal in any transactions, nor do we purchase art directly from sellers or sell art directly to buyers. We are not responsible for the quality, authenticity, legality, or safety of any art listed on our private closed network, nor do we endorse or guarantee the accuracy or completeness of any information provided by sellers or buyers. Buyers and sellers who use our private closed network must take their own precautions to ensure the authenticity and legality of any transactions they undertake. We strongly recommend that buyers and sellers conduct due diligence, including researching the background and credentials of any other party they engage with through our private closed network, and obtaining any necessary legal or financial advice before entering into any transactions.

Please also note that Landmass Art does not provide any warranties or guarantees, either express or implied, regarding the availability, quality, or suitability of any art listed on our private closed network. Any transactions made through our private closed network are solely between the buyer and the seller, and Landmass Art will not be liable for any damages or losses arising from such transactions.’



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CONTACT DETAILS

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