

To Sell

Have you been considering selling an object, a work of art such as lithography, serigraphy, photography, modern and contemporary art paintings, sculptures Fine Art Prints, but are unsure where and how you should go about it? If so, let us tell you how ArteModerna.Com would approach the matter, if entrusted to carry out the sale on your behalf, to achieve a favourable outcome.

Appraisal

Following our initial contact, one of our experts will inspect your art object. Our photographer will take a picture of it. The expert starts by gathering all known information about the object and putting it into an art historical context. In the meanwhile, we investigate the current price situation and where presumptive buyers are found. The preliminary work is important and cannot be rushed. When we are finished, we present the results of our analysis and opinion of the object's quality. We tell you what we consider the likely market price to be and propose an appropriate estimate price based upon previous auctions of similar works in Italy and abroad. Naturally, your wishes are taken into account and considered in light of present demand.

Marketing

The marketing department presents a carefully designed plan for how we can most effectively inform the Italian and international markets that the object is for sale. Advertising in the Italian and international press is a vital component, as is our network of branch offices and representatives in Italy and Europe. Internet is also important in this context.

Once we have agreed upon the conditions of sale, the starting shot is fired and feverish activity to market your object begins. The painting or other artworks is presented in our auction catalogue with a photograph and a text describing the object's provenance. The catalogue is also published on Internet. We frequently advertise the object in our own magazine as well, TArteModerna.ComA , which has a print edition of 1000 copies.

Our catalog is sent via email through our monthly newsletter to all members in our database and reaches such a huge electronic dissemination worldwide.

Our staff in Italy and abroad are given material in advance so that they can inform presumptive customers. The catalogue is printed in a large edition and distributed to customers throughout much of the world. Prior to the auction, we hold a public viewing that attracts some 20-25,000 visitors. Viewings are held in our premises Galleria ArteCapital in Brescia/Italy, viale Venezia 90. Journalists and particularly affluent customers are invited to an advance viewing. Our experts respond to queries from all over the world.

Auction

The guiding principles of our business are Knowledge, Service and Ethics. You are most welcome to call us to discuss your needs, at no obligation to you. We look forward to the opportunity to show you in detail what we can offer.

