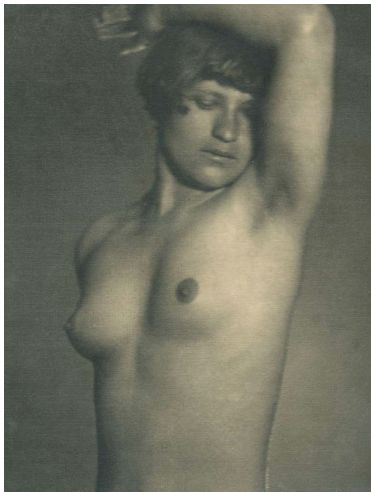


# ART PHOTOGRAPHY FUND



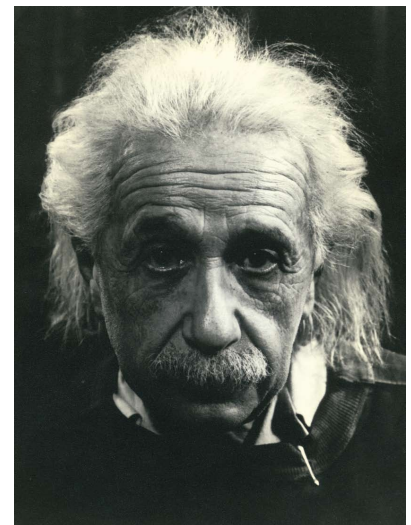
**WHY PHOTOGRAPHY** *Photography is a relatively young media, that was invented in the early 19th century. The main contributors of the invention of photography were Henry Fox Talbot, Louis Daguerre and Joseph Nicéphore Niépce, who made the first known photograph in 1825. Since 1890 photography transitioned into its own form of art. However, as photography is still in its beginnings the best artwork can be acquired for comparatively modest prices.*

*In 1980 the New York Times heralded the discovery of photography as being suitable for financial investment as the most important ongoing in the art market. For the past 30 years photography has been present in major international auctions and art fairs with increasing popularity. This is readily evidenced by the increase of sales from renowned auction houses: in the year 1981, 1,927 photographs were auctioned, compared to 7,632 in the year 2005. The total value of photography sold in auctions worth more than USD 5000 during the period 1981–1982, was USD 823,334. This figure represents not even 1/3 of the most expensive photography auctioned in 2006.*

## EVALUATION CRITERIA

Throughout the world, art is considered as having a lasting value, if there is a connection to the objective cognition of the artistic photographic quality.

- **Physical condition:** Photographs that have outlasted time in excellent quality are rare; many photographs were mounted on not acid free paper, which causes damage. Many works of art were destroyed through mechanical exposure, as well as through water and chemical influence.
- **Rarity:** Before 1970, there was little incentive to make more than a few prints from a negative, because there was no demand for art photography.
- **Photographer Status:** As in other areas of art there exists a scholarly consensus that stipulates which photographers are to be regarded as masters. The uniqueness of the artist's creative power as well as his contribution to photographic art plays an important role. The valuation of a single print by a photographer is estimated in context with the life's work of the artist.
- **Market History:** Since 1970 prices for renowned artists can be traced. Auction results are observed diligently.



## COLLECTION POLICY

*I: Distribution of investments: Up to 75% 19th century and classic modern (c. 1840–1970) and up to 25% contemporary art.*

*II: Vintage Prints: We will focus our attention on this kind of photographs. A vintage is made close to the time the negative was taken. Usually only a few vintage prints were executed as there was no market at this time. Later prints, if famous, even in editions (10–50 pieces) can also be considered as valuable. In short: The number of prints is limited and the public interest (museums, private and corporate collections) is increasing.*

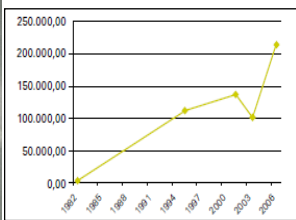
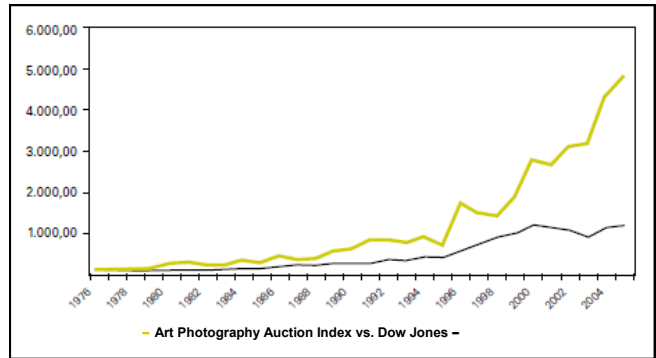
*III: Investment strategy*

- Wide diversification over artists and epochs
- Diversification over top prints and prints with high growth potential
- Emphasis on known artists and high quality
- Buying of estates
- Buying Source: Auctions, galleries, private collections



**VALUE APPRECIATION FACTORS** There has been a serious market for photography since about 1970 and accordingly the prices are moderate in comparison with the fine arts. High quality artwork from top photographers can be bought for comparatively little money. The esthetic quality of a good photograph, for example, a work of Paul Strand is of similar quality to a work by Picasso. This fact is more and more recognized by the public and can be noticed by the increasing number of auctions and exhibitions.

- Art is increasingly accepted as an own asset category, along with shares and bonds. Therefore the demand and the prices are increasing. There are more and more articles in economic newspapers like the Wall Street Journal that place emphasis on this international occurrence.
- The art market is concentrated in North America and Europe, with less than 10% of the turnover being made outside these regions. However, through the increasing economic integration of the rest of the world, the demand will rise.
- In 1978 the share of photography in the world art market was 0.5%, this has increased exponentially to 2,2%, which represents an increase of 440%.
- The amount of vintage prints is static: this fact coupled with the increasing demand of museums collecting photography, means that the number of important works of art available at the market is decreasing. And apart from that photographs are lost or destroyed. But there exists a not yet known quantity of prints still to be discovered in private properties.
- Each of the afore-mentioned factors affects the other, thus we anticipate a consistent increase in prices during the upcoming years.



## PHOTOGRAPHERS – PHOTOGRAPHS – PERFORMANCE RUDOLF KOPPITZ

Rudolf Koppitz (1884–1936)

Educated as a photographer by Robert Rotter (Studio Photographer) in Freudenthal, in 1913 Koppitz started his work as assistant at the Vienna Federal Training and Research Institute of Graphic Arts. After World War I he worked there as a teacher.

Koppitz was known in the 1920s due to his special design of nude photographs, a form of art that was part Art Nouveau and part Constructivism.

Rudolf Koppitz, Movement study 1925

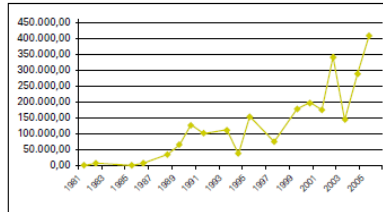
Average price increase in auctions 1982-2006: 19% per year

## PHOTOGRAPHERS – PHOTOGRAPHS – PERFORMANCE MAN RAY

Man Ray (1890–1976) studied art in New York from 1908–1912. Since 1911 he worked as a painter and sculptor and then got involved with film and photography. He moved to Paris in 1921, then he returned to the United States for teaching painting and photography, for the years 1940-1950. In 1951 he returned to Paris, where he stayed until his death in 1976. In his early days Man Ray used photography as a means to document his paintings, but soon he considered the artistic possibilities of the medium. There are numerous examples of his photograms (the Dadaist Tristan Tzara called them rayographs) in his photographic work. His wife Juliet founded the Man Ray Trust. This foundation owns a large collection of original prints by Man Ray, and administers the copyright.

Man Ray, Photograms 1922–1934, signed or stamped

Average price increase in auctions 1986–2005: 20% per year



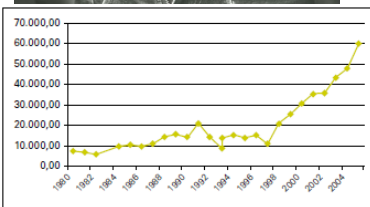
## PHOTOGRAPHERS – PHOTOGRAPHS – PERFORMANCE ANSEL ADAMS

Ansel Adams (1902–1984)

His first visit to Yosemite National Park left such a lasting impression, that he focused his photographic career on natural scenes and landscapes. As a student of photography, he produced his first works in a pictorialistic style. In 1940 he was involved in the foundation of the Photography Collection of the Museum of Modern Art in New York. In the 1970s he withdrew from active photography and focused his efforts on teaching. He published new editions of his books "The Camera," "The Negative," and "The Positive." When he was still alive, the prices for his artwork exceeded the level of all the other photographers of his time. In his later years he was very much involved in environmental care especially of national parks, more specifically the Yosemite National Park and the High Sierra.

Ansel Adams, Hemendez, New Mexico 1941

Average price increase in auctions 1986–2005: 9% per year



### KONTAKT

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