



Maintenance of Private Art across Generations

Digitalise, screen, compare, evaluate, document, securitise and reactivate private art collections

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Scope and objectives

- Private households live in a set of eg inherited works of art, bought in galleries or at auctions, flea markets or received as presents.
- Artists' names, classification of a specific work of art, its value to third parties, to family or its personal history are often unknown.
- In case of heritage family members show insecurity about single values.
- If a household will be cleared or resolved many work of art end as trash not identified.



Trash
vs.
Reuse



Framework

- Private households live in a set of eg inherited works of art, bought in galleries or at auctions, flea markets or received as presents.
- Over a period of 75 years of peace private households possess more and more valuable works of art.
- Works of art are paintings, photographs, sculptures, furniture, carpets, books, jewelry, wrist watches, religious icons, haute culture clothing, video installations or other.
- Today most museums, auction houses, insurances, libraries and publishing houses use data banks to identify items publicly known.
- Families or owners seek a more profound knowledge and documentation about their possessions whether for personal, economic or historical remembrance.
- In addition digitalisation of family narratives available to following generations as for scientific research are important objectives by themselves.

Framework

- Current options are often random, non-professional in transparency and documentation, partly biased and mainly insurance driven. A fair market value is often hidden or not visible to third parties.
- As most valuations are only done once, no evolution of values or revaluations are included.
- If executed in a well documented fashion where is such a document stored – in a bank safe, as a copy at home, within an insurance file? How secure, available and updated is such an art file?
- Such digitally safe guarded securitisation eg based on block chain technology is another key objective of the project.

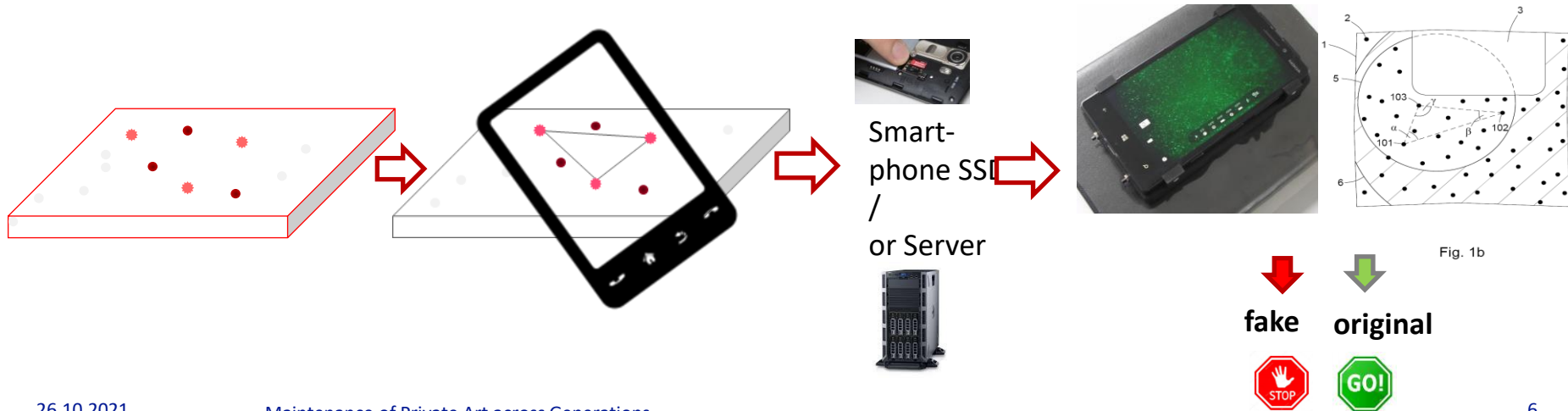
Business case

- A key question is the distinction between valuable or tradeable work of art and decoration which are subject to a society's appreciation over time.
- Private owners or households, insurance companies and brokers, art consultants, banks, family offices, art collectors, smaller museums are addressed with an information leaflet and offering.
- A non disclosure agreement is attached to counter privacy or tax considerations.
- A questionnaire and initial photographs or video clips help to classify inquiries.
- A certificate of authenticity is part of program.
- As leading partners are attracted by this project idea latest technologies as block chain will be integrated.

Business case

▪ Step 1:

- after a contractual agreement is a digital documentation of the number of items considered.
- Such a digital photography or video clips needs to be taken by franchise professionals under a quality programme ranging from acceptable to high end resolutions in 3D. Anti-Counterfeit-Markers may help to protect genuine work of art.



Business case

- **Step 2:**

- depends on the programme and quality chosen.
- Basic quality as photography requests such as 50 € per item.
- High end resolution in 3D professional quality ranges up to 1000 € per item. Video clips are other options to be evaluated. A digitally remastered copy could be developed supported by department of computer aided design and control systems, Technical University of St. Petersburg.

- In **step 3** a comparison against data bank information of museum, libraries, auction houses or other providers will be drawn. Such a comparison should be based on algorithms developed by the above department. Anti counterfeit markers to be integrated.
- As **step 4** an outcome will be reviewed by experienced art professionals enlarging the pure digital comparison by adding a protocol of adjacent findings and an item's embeddedness.

Business case

- **Step 5:**

- results in a summary description of all items under review.
- A structured questionnaire will help to add all family or personal narratives. Such documented memories of earlier generations may serve as an additional benefit for following generations or scientific research.

- **Step 6** offers a range of valuations stemming from the applied data banks from all sources applicable. Subject to further coordination with TU St. Petersburg.

- **Step 7** entails an offering for a long-term, safe guarded storage solution to keep a report copy independent from personal storage.

- **Step 8:**

- deals with an update of future findings on valuations or reference changes eg after 5 years at a certain fee.
- Copies requested may serve insurances, banks, taxation purposes if asked.

Cooperation with TU St. Petersburg

- TU St. Petersburgs department of computer aided design and control systems could provide algorithm based analytical tools:
 - to compare provenance of digital photographs with art data banks
 - to evaluate a work of art's value based on transactions at auction houses
 - to analyse and access collectors' narratives against public knowledge eg museum.
- Anti-Counterfeit-Tools for 100% identification are an additional control tool to be discussed.
- Documentation and transparency is regarded as key to a successful project.
- Reliance of project partners on eg IT, computer software, photography, data banks, evaluation and comparison, valuation, securitisation, storage and documentation will be professional.
- Project plans will be subject to profound documentation, feedback loops, financial projections etc.

Thank you!



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