

January 2015

**ART COLLECTOR REPORT 2014 - The United States is home to the biggest collector scene by far, while the collector scenes in China and Brazil are fast expanding.**

*New research explores the world's private contemporary art collector scene – what they are buying, what their personal backgrounds are, their demographics – and reveals, for the first time, market statistics.*

- The United States has the largest share of art collectors worldwide with 25%, followed by Germany with 9% and the UK and China with 7% each.
- The biggest collector city is New York with 9% of global collectors. London (6%) and São Paulo (3%) rank second and third.
- The average age of a collector is 59 years.
- 71 % of collectors are men.
- The number of collectors in developing countries will increase rapidly in the coming years. Collectors from China, India and Brazil already account for 15% of global collectors.
- In the near future, a large number of new private museums will open. 72% of private exhibition spaces were founded after 2000.
- Collectors will create the next art superstar who will come from China. China is already home to 7% of global collectors.
- Collectors will gain even more influence in public museums. 37% of global collectors are already active in one or several public museums.

Hong Kong, January 2015 – THE LARRY'S LIST ART COLLECTOR REPORT 2014 reveals that the United States has the largest share of art collectors worldwide with 25%, followed by Germany with 9% and the UK and China with 7% each. New York and London still dominate the collector scene, being home to 15% of all collectors. New York is the undisputed leader of the cities with more collectors than the whole of Germany or the United Kingdom.

Collectors from developing art markets are quickly catching up. Magnus Resch, co-founder of Larry's List, explains: "Collectors from China, India and Brazil already account for 15% of global collectors. Our report indicates that the number of collectors in developing countries like China or Brazil will increase rapidly in the near future. Subsequently, more superstar artists will come from these regions."

Art collectors are older, and male. The demographics show that the average age of a contemporary art collector is 59. An overwhelming 90% are over 40. 71% of the collectors are men. And they start their own museums: the study reveals a trend towards opening private museums. 12% of global collectors already own an exhibition space accessible to the public. 72% of these spaces were founded after 2000, which indicates that a large number of private museums will open during the coming years. In developing countries these museums will assume the responsibility of public museums as examples in South Africa or China have already shown.

Magnus Resch explains: "The report gives insights into the world's art collector scene for the first time. It helps to get an understanding of the market."

"It underpins the belief in the importance of the private art collector cohort and sets a starting point for providing some transparency on one of the most powerful driving forces in the art market today," adds Resch.

END

## LARRY'S LIST ART COLLECTOR REPORT 2014

Edited by Larry's List Ltd.

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### About the report

The report is the world's most wide-ranging report on private contemporary art collectors. It draws on the largest private contemporary art collector database in the world, created by Larry's List over the past two years.

### About Larry's List

Larry's List is the world's leading art collector knowledge company, providing data, research and access to contemporary art collectors.

The Larry's List Art Collector Database contains over 3,100 profiles of art collectors from more than 70 countries – based on the most comprehensive research ever done on art collectors. It is a practical tool for professionals and art enthusiasts presenting a detailed and comprehensive portrait of today's contemporary art collectors.

The company is headquartered in Hong Kong. Larry's List was founded in 2012 and is backed by world-leading art collectors.

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# Art Collector Report 2014

The world's most wide-ranging report on private art collectors



Out now!

## ART COLLECTOR REPORT 2014

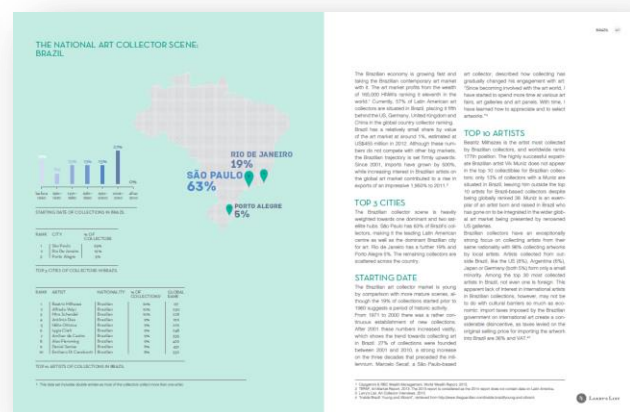
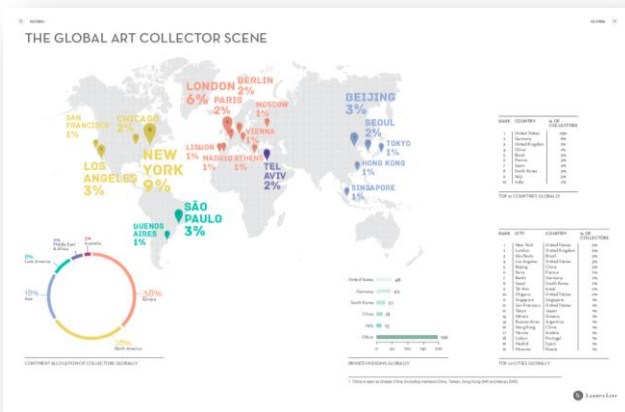
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### ART COLLECTOR REPORT 2014

The world's most wide-ranging report on private art collectors

The report draws on the largest private contemporary art collector database in the world, created by Larry's List over the past two years. This database has been analysed in association with the University of Zurich.

The report answers questions such as:

- Which city in the world has the highest density of contemporary art collectors? Which country?
- Why does Germany almost have as many private art museums as the US?
- And what are the future trends for the global collector scene?

### Larry's List

Insider Access To The World's Art Collectors

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