

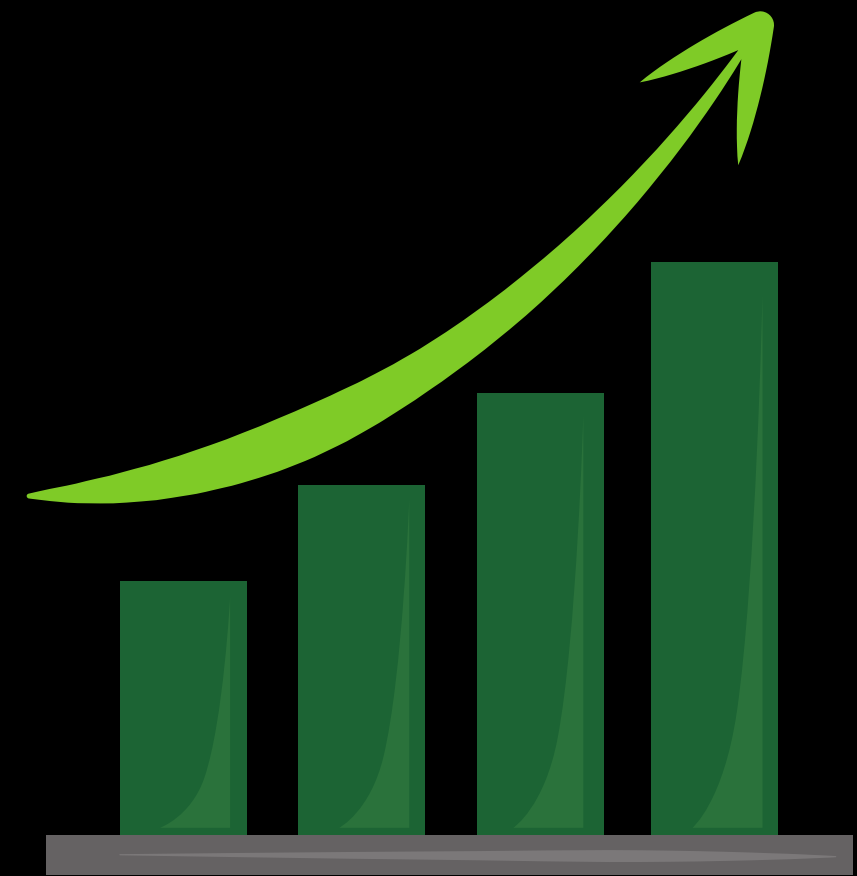
Art collecting: 5 reasons to invest



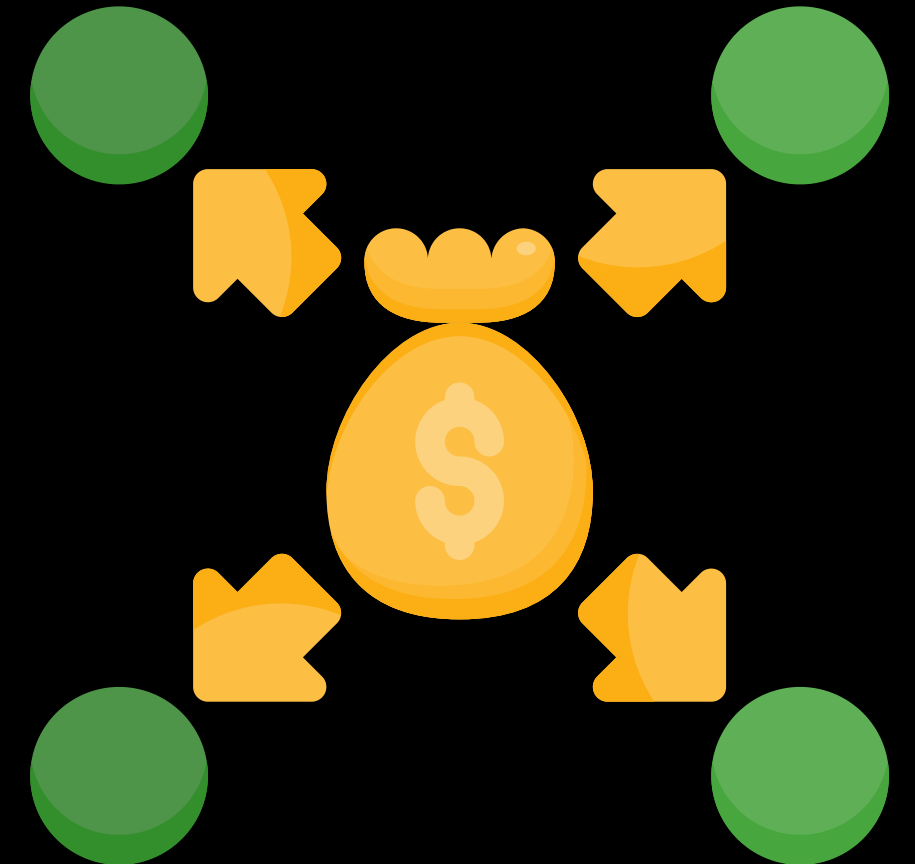
**There are several
reasons why art
collecting can be a
profitable
investment:**



Potential for appreciation: many works of art increase in value over time, especially if they are rare.



**Portfolio diversification:
art collecting can be a
form of portfolio
diversification because it
is a tangible investment
that is uncorrelated with
the stock or bond market.**



**Aesthetic pleasantness:
the beauty and
aesthetics of art can
provide great personal
satisfaction in addition
to the financial aspect of
the investment.**



**Possibility of
enjoyment: works of art
can be admired and
enjoyed by their owners,
providing aesthetic
pleasure beyond
monetary value.**



**Status symbol:
owning valuable
works of art can be
a status symbol and
social prestige.**

