

# LIQUID ART SOLUTIONS Ltd.

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The Art market is stuck in the 1950's, there is an opportunity to disrupt the market by creating a new and innovative asset class: **ART EQUITY**



LIQUID ART SOLUTIONS LTD.

LIQUIDITY UNEXPECTED

## COMPANY OBJECTIVES

- **Modernize the Art asset class.**
- **Create daily liquidity for a frozen asset**
- **Democratize Art investments**
- **Bring Art appreciation to the masses**
- **Significantly reduce transaction costs**

## Overview & Approach

The Art market is still operating on a 20<sup>th</sup> century model and is not understood or fully appreciated by the general public.

Enabling the general population and all institutions to invest into existing real art works, while offering daily liquidity and low transaction costs will drive a new asset class, **Art Equity**, that will efficiently offer a hedge against inflation and offer an interesting asset diversification play.

Collectors can now generate liquidity from their frozen asset and have the International investor market price it according to the traditional supply & demand model. The Art asset will no longer be priced by the very few, but instead will be priced according to the demand for the piece by the general public and institutions at large; thereby democratizing Art and ensuring the true value of Art is determined by its market price.

Liquid Art Solutions Ltd. Also plan to offer a full and inventive financial ecosystem around the new asset class.