

# Il mercato dell'arte e dei beni da collezione

## Report 2023



# Apertura dei lavori

Ernesto Lanzillo, *Deloitte Private Leader*





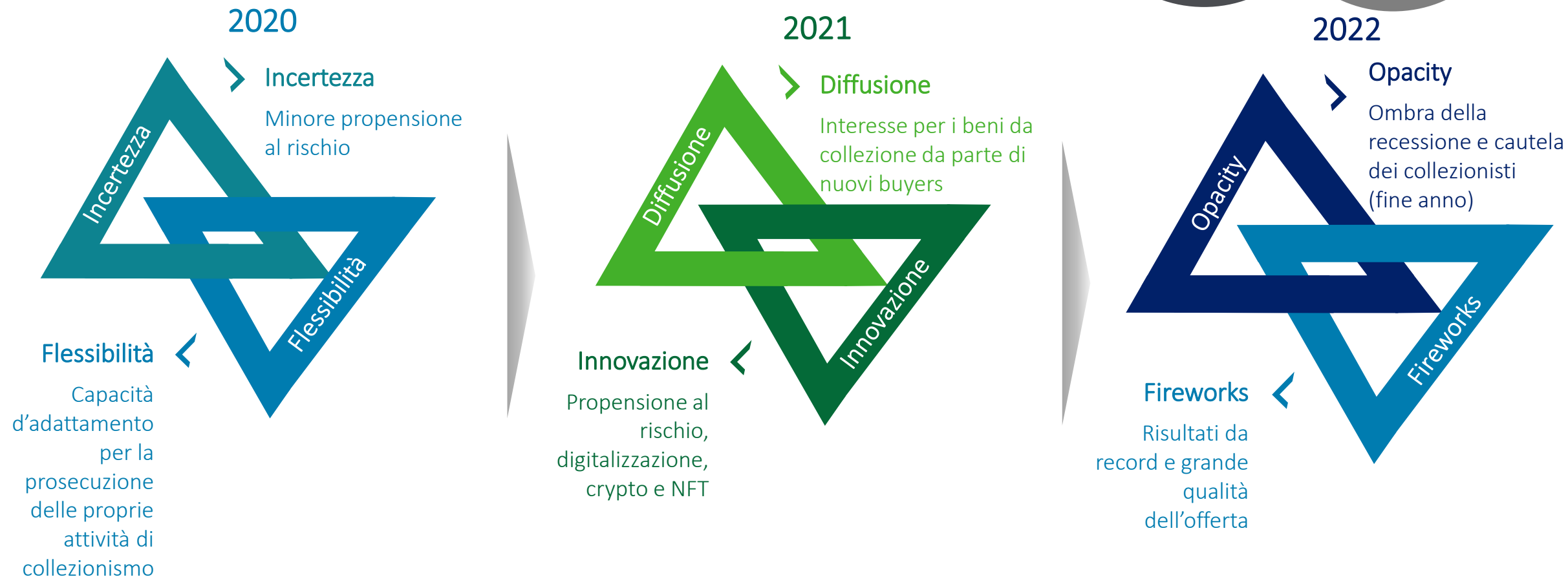
# Il mercato dell'arte e dei beni da collezione nel 2022

Pietro Ripa, *Private Banker, Fideuram*



# Il mercato dell'arte e dei beni da collezione

2022: un anno da record per i beni da collezione



Nota: i dati si riferiscono al fatturato complessivo delle aste esaminate secondo la Metodologia, descritta in apposita sezione all'interno del Report.

# Il mercato dell'arte e dei beni da collezione

2022: perché fireworks?



## Record case d'asta

- **Christie's:** \$8,4 Mld di vendite, di cui \$7,2 Mld riferiti soltanto alle aste (+17,0% a/a)
- **Sotheby's:** \$8,0 Mld, +9,5% a/a
- **Phillips:** \$1,3 Mld, +8,0% a/a



## Single Owner Collection

- **Collezione Paul Allen:** oltre \$1,6 miliardi, record per collezione all'incanto
- **5 collezioni per oltre \$2,6 miliardi** di fatturato: Paul G. Allen, Anne H. Bass, coniugi Ammann (Christie's); coniugi Macklowe e David M. Solinger (Sotheby's)



## Shot Sage Blue Marilyn

- **Record per opera d'arte del Ventesimo Secolo all'incanto**, seconda solo al Salvador Mundi
- **Opera facente parte della collezione Amman**, acquistata dal facoltoso gallerista Larry Gagosian



## Global Painting Index

- **Ritorno ai livelli del 2008:** crescita costante dell'indice nell'ultimo biennio, **+10,3% a/a e oltre +180% dal 2001**
- **Ritorno alle aste in presenza:** ibridazione della vendita ma grande attrazione per le esposizioni pre-asta



## Boom Passion Assets

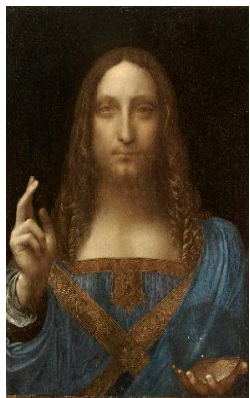
- **Design da record:** crescita poderosa delle aste di design nell'ultimo biennio, complici la pandemia e i millennial
- **Orologi e borse tra gli oggetti del desiderio**, insieme a molti memorabilia del mondo dello sport, della musica e del cinema



# Il mercato dell'arte e dei beni da collezione

Cresce il prezzo dei top lot

2017



Leonardo Da Vinci,  
Salvator Mundi,  
\$450,3 Mln



Jean-Michel Basquiat,  
UNTITLED (1982),  
\$110,5 Mln

Prezzo medio primi  
5 Top LOT:  
\$156,7 Mln

2018



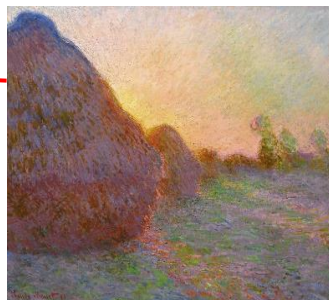
Nu couché (sur le côté gauche),  
Amedeo Modigliani, 1917,  
\$157,2 Mln



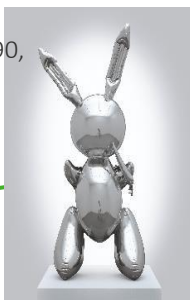
Potrait of an Artist (Pool with Two  
Figures),  
David Hockney, 1972,  
\$90,3 Mln

Prezzo medio primi  
5 Top LOT:  
\$108,1 Mln

2019



Meules,  
Claude Monet, 1890,  
\$110,7 Mln



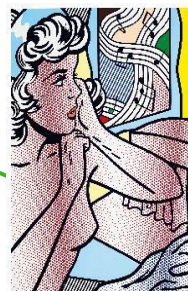
Rabbit,  
Jeff Koons, 1986,  
\$91,1 Mln

Prezzo medio primi  
5 Top LOT:  
\$80,9 Mln

2020



Triptych Inspired by the Oresteia  
of Aeschylus,  
Francis Bacon, 1890,  
\$84,6 Mln



Nude with Joyous Painting,  
Roy Lichtenstein, 1994,  
\$46,2 Mln

Prezzo medio primi  
5 Top LOT:  
\$50,0 Mln

2021



Femme assise près d'une  
fenetre,  
Pablo Picasso, 1932,  
\$103,4 Mln



In this case (1983),  
Jean-Michel Basquiat,  
\$93,1 Mln

Prezzo medio primi  
5 Top LOT:  
\$89,9 Mln

2022



Les Poseuses Ensemble (Petite  
version), 1888  
Georges Seurat  
\$149,2 Mln



Shot Sage Blue Marilyn  
Andy Warhol,  
\$195,0 Mln

Prezzo medio primi  
5 Top LOT:  
\$140,9 Mln

# Il mercato dell'arte e dei beni da collezione

2022: un anno particolarmente negativo sui mercati regolamentati

		2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
<b>MONETARIO</b>	Monetario Euro	4.0	4.5	1.3	0.6	1.8	1.4	0.6	0.4	0.0	-0.2	-0.5	-0.5	-0.3	-0.4	-0.6	-0.6
<b>GOVERNATIVI</b>	Titoli di Stato Euro	1.8	9.3	4.3	1.0	3.4	10.7	2.2	13.2	1.7	3.2	0.2	0.9	6.7	5.0	-3.5	-18.6
	Titoli di Stato USA	7.5	14.4	-3.9	6.1	10.4	1.9	-2.8	4.9	0.5	-0.4	0.4	-1.9	3.8	6.7	-3.2	-14.7
	Titoli di Stato Italia	2.4	5.8	8.3	-0.8	-5.7	20.9	7.3	15.4	4.9	0.8	0.8	-1.4	10.8	8.2	-3.1	-17.3
	Titoli di Stato Euro <i>inflation Linked</i>	2.2	2.9	8.8	-0.7	-1.1	17.2	-0.6	8.0	2.1	3.9	1.4	-1.4	6.6	3.2	6.3	-9.2
	Titoli di Stato USA <i>inflation Linked</i> (a cambio coperto)	9.9	-2.1	9.7	6.3	14.5	7.3	-9.6	4.3	-2.0	3.1	1.4	-4.2	5.6	10.0	5.1	-14.8
<b>CREDITO</b>	Corporate globale (a cambio coperto)	1.9	-5.0	16.2	7.3	5.4	10.5	-0.2	7.7	-0.5	4.4	3.8	-3.6	9.3	6.6	-1.6	-16.3
	High Yield globale (a cambio coperto)	0.7	-28.2	61.0	14.4	3.1	18.2	6.8	2.3	-2.5	14.3	5.9	-4.6	11.1	4.7	2.1	-13.6
	Obbligazionario Emergente in <i>hard currency</i> (a cambio coperto)	4.7	-13.5	29.4	11.6	7.4	16.8	-5.6	7.1	0.7	8.3	8.2	-7.0	11.7	3.5	-2.8	-20.1
	Obbligazionario Emergente in valuta locale	6.5	-0.3	18.2	23.7	1.5	15.0	-12.9	7.4	-5.2	13.2	1.2	-1.5	15.6	-5.8	-1.8	-5.9
	Obbligazionario cinese in valuta locale	-4.6	23.1	-1.3	13.8	12.9	3.5	-3.0	23.0	15.8	-2.3	-6.7	8.8	5.3	0.7	16.6	1.0
<b>AZIONI</b>	Azionario mondiale ( <i>All Countries</i> )	0.7	-39.2	30.4	20.5	-4.3	14.3	17.5	18.6	8.8	11.1	8.9	-4.8	28.9	6.7	27.5	-13.0
	Azionario Europa	2.7	-43.7	31.6	11.1	-8.1	17.3	19.8	6.8	8.2	2.6	10.2	-10.6	26.0	-3.3	25.1	-9.5
	Azionario Italia				-10.8	-22.9	11.3	19.7	2.4	15.0	-7.5	16.3	-14.0	32.4	-3.9	26.2	-10.3
	Azionario USA	-4.9	-34.3	22.3	22.7	4.7	13.6	26.1	28.3	12.2	14.2	6.5	-0.3	33.3	10.8	36.1	-14.6
	Azionario Giappone	-13.6	-25.5	3.0	23.5	-11.5	6.5	21.7	9.3	22.0	5.4	8.9	-8.5	21.8	5.0	9.4	-11.2
	Azionario Emergenti	25.7	-50.9	73.0	27.1	-15.7	16.4	-6.8	11.4	-5.2	14.5	20.6	-10.3	20.6	8.5	4.9	-14.9
	Azionario Pacifico ex Giappone	17.9	-47.9	67.4	25.0	-9.9	22.7	0.9	13.3	1.9	11.1	10.6	-5.8	20.5	-2.2	12.6	0.2
	Azionario Cina ( <i>MSCI All China</i> )			63.2	6.6	-15.2	17.4	-3.3	40.4	8.0	-5.1	24.0	-19.4	30.0	22.4	-6.3	-18.6
<b>MATERIE PRIME</b>	indice BCOM	16.2	-35.6	18.9	16.8	-13.3	-1.1	-9.5	-17.0	-24.7	11.8	1.7	-11.2	7.7	-3.1	27.1	16.1
<b>REITS</b>	REIT Developed Total Return Index	-16.1	-45.0	34.0	28.8	-2.7	26.7	-0.1	32.0	11.5	8.1	-2.1	0.1	25.3	-15.8	36.9	-19.5
<b>CONVERTIBILI</b>	Refinitiv Global Focus (con copertura del rischio cambio)	7.2	-26.8	23.9	9.2	-4.2	11.0	12.8	4.7	3.6	0.6	4.4	-5.5	10.1	21.5	-1.8	-17.8
<b>Hedge Fund</b>	Indice HFRX Equal Weighted Strategies	-6.0	-18.4	8.5	12.9	-3.2	0.7	1.7	13.4	9.6	6.9	-8.1	-0.6	7.4	-2.9	10.5	2.1

> 3%
>0% , < 3%
>0% , < -3%
< -3%

Indici total return espressi o convertiti in euro o con copertura del rischio di cambio ove specificato

# Il mercato dell'arte e dei beni da collezione

## Perché Opacity?



Il mercato dell'arte e dei beni da collezione, Report 2020

Mercato dell'arte «in differita»

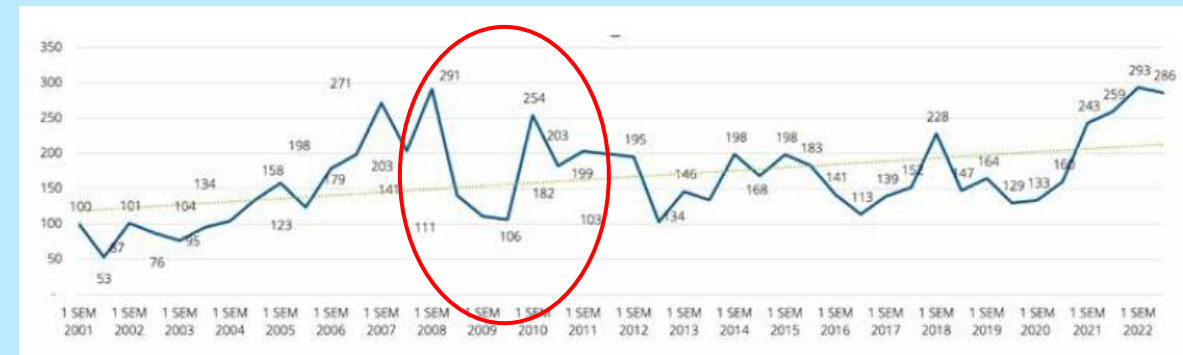
Le 3 D del Mercato dell'arte

Effetti Inflazione su UHNWI e classe media

Raffreddamento entusiasmi

## Correzione di mercato o assestamento?

Nel 2010 fu crollo per il mercato dell'arte:



Tuttavia oggi il mercato appare molto più variegato:

- Platea internazionale
- Nuovi collezionisti
- Numero di transazioni
- Mercato spostato sul digitale

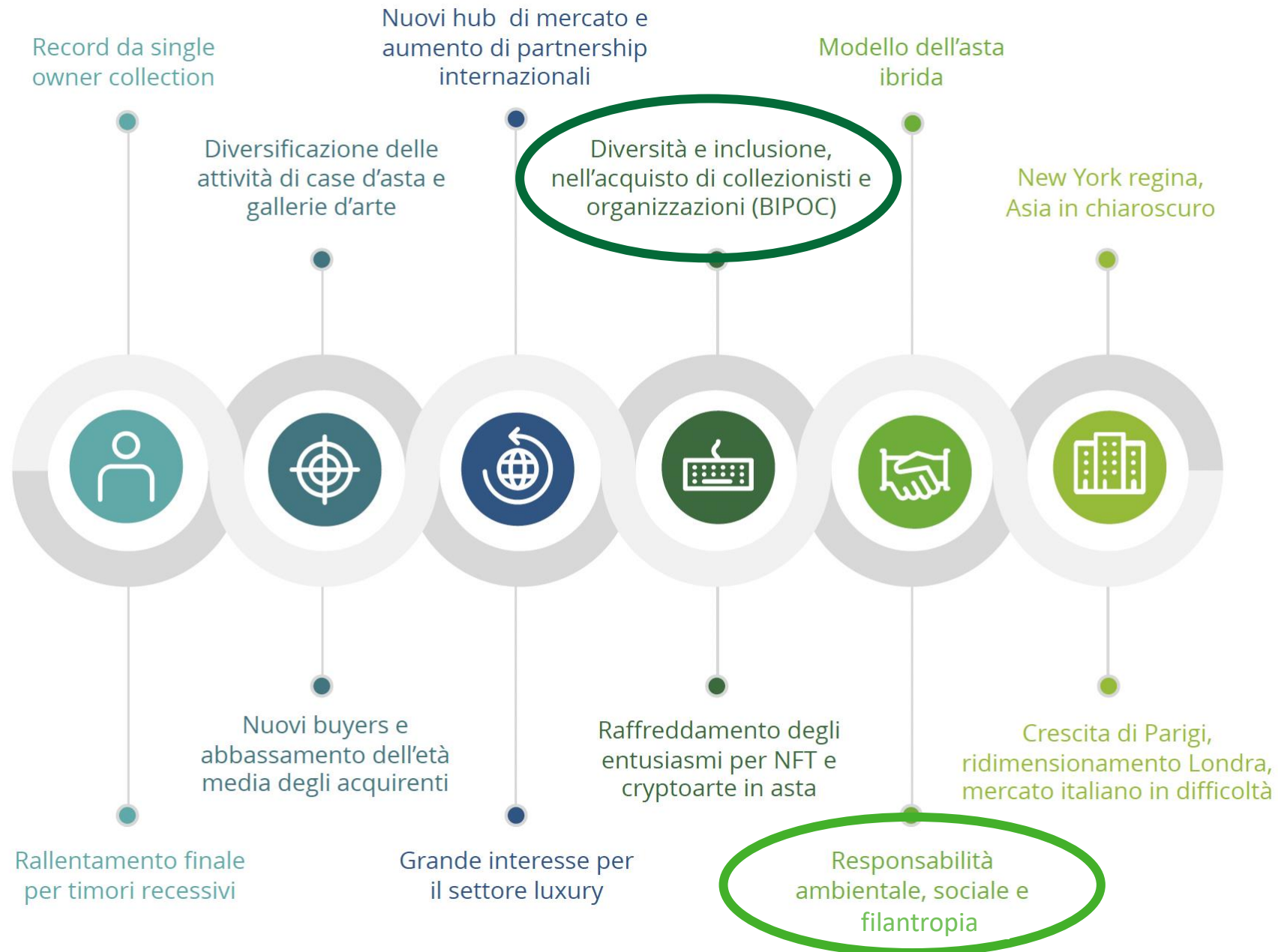


I principali trend del mercato  
dell'arte (e del mondo della  
cultura) nel 2022

Roberta Ghilardi, *Sustainability Manager, Deloitte & Touche*



# I principali trend del mercato dell'arte (e del mondo della cultura) nel 2022



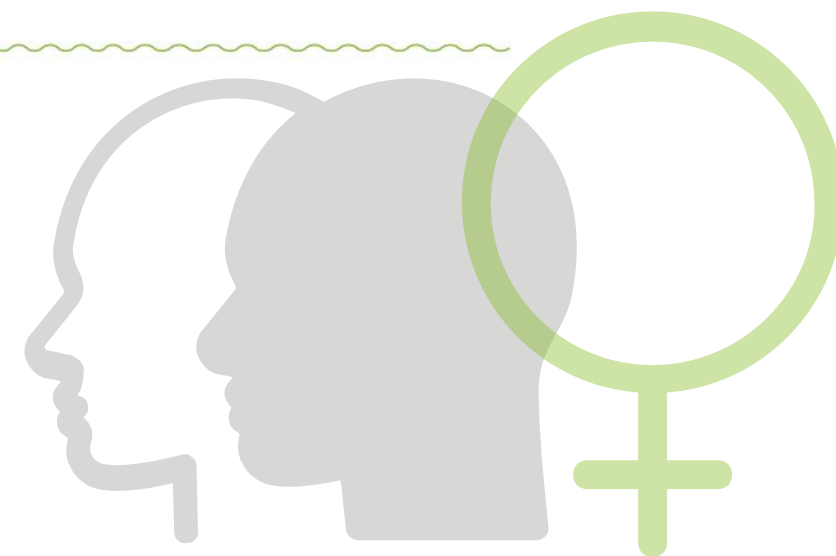


# I principali trend del mercato dell'arte (e del mondo della cultura) nel 2022

Diversity & Inclusion: mercato e mostre 2008-2021

	Crescita presenza in asta	% fatturato in asta rispetto al totale	% acquisizioni museali delle acquisizioni museali statunitensi	% mostre museali delle mostre museali statunitensi
<b>Female-identifying artists</b>	+175%	3,3%	11%	14,9%
<b>Black American artists</b>	+400%	1,9%	2,2%	6,3%
<b>Black American female-identifying artists</b>	+700%	0,1%	0,5%	-

Fonte: rielaborazione propria dei dati del Burns Halperin Report<sup>31</sup>.



# I principali trend del mercato dell'arte (e del mondo della cultura) nel 2022

Diversity & Inclusion: rivoluzione in atto anche in termini di governance



**Laurence des Cars**

*President-Director of the  
Musée du Louvre*



**Koyo Kouoh**

*Curator - Director of Cape  
Town's Zeitz MOCAA*



**Elvira Dyangani Ose**

*Director of the Museum of  
Contemporary Art of  
Barcelona*



**Mami Kataoka**

*Director of Tokyo's Mori  
Art Museum*



**Marie-Josée Kravis**

*Chair, The Museum of  
Modern Art*



**Cecilia Alemani**

*Artistic Director, Venice  
Biennale 2022*



**Naomi Beckwith**

*Deputy Director and Jennifer  
and David Stockman Chief  
Curator, Guggenheim Museum*



**Maria Balshaw**

*Director, Tate galleries*



**Clothilde Bullen**

*Curator - Head of Indigenous  
Programs at the Art Gallery  
of Western Australia*



# I principali trend del mercato dell'arte (e del mondo della cultura) nel 2022

## Sostenibilità, Corporate Social Responsibility e Reporting



### Christie's Environmental Impact Report

“One year ago, Christie's published our first Environmental Impact Report. Acknowledging the urgent scientific evidence for climate action, we set ambitious and important goals to become a more sustainable business, not only for ourselves but for our clients, and we were the **first major auction house to do so.**

In 2022, I am proud to share with you our progress. Our commitment to reduce our carbon emissions by 50% by 2030 has been validated by the Science Based

Targets initiative (SBTi). [...] Our teams around the world continue to collaborate to **embed sustainability within our operations, and to manage our broader environmental impact.** [...] It is clear that what's at stake matters not only to us but to the artworld at large. The 2022 Art Basel UBS Art Market Report confirms this, including for the first time 'sustainability and carbon footprint issues' among collectors' top 10 concerns about the art market. [...] This is one area of the art market that should not be competitive — we all need to be leaders in ensuring a more sustainable future.”

*Guillaume Cerutti, Christie's Chief Executive Officer.*



### “Our Social Responsibility: Promoting Access

Champion entrepreneurship and promote access to the art and luxury industries for historically excluded communities through

education and career opportunities that break down systemic barriers and empower a diverse and inclusive business and field.

### Protecting the Planet

Chart a path to a more equitable and sustainable future by reducing our carbon footprint across business operations, supporting environmental initiatives and organizations, and extending the life cycle of art and culture for generations to come.

### Lending our Expertise

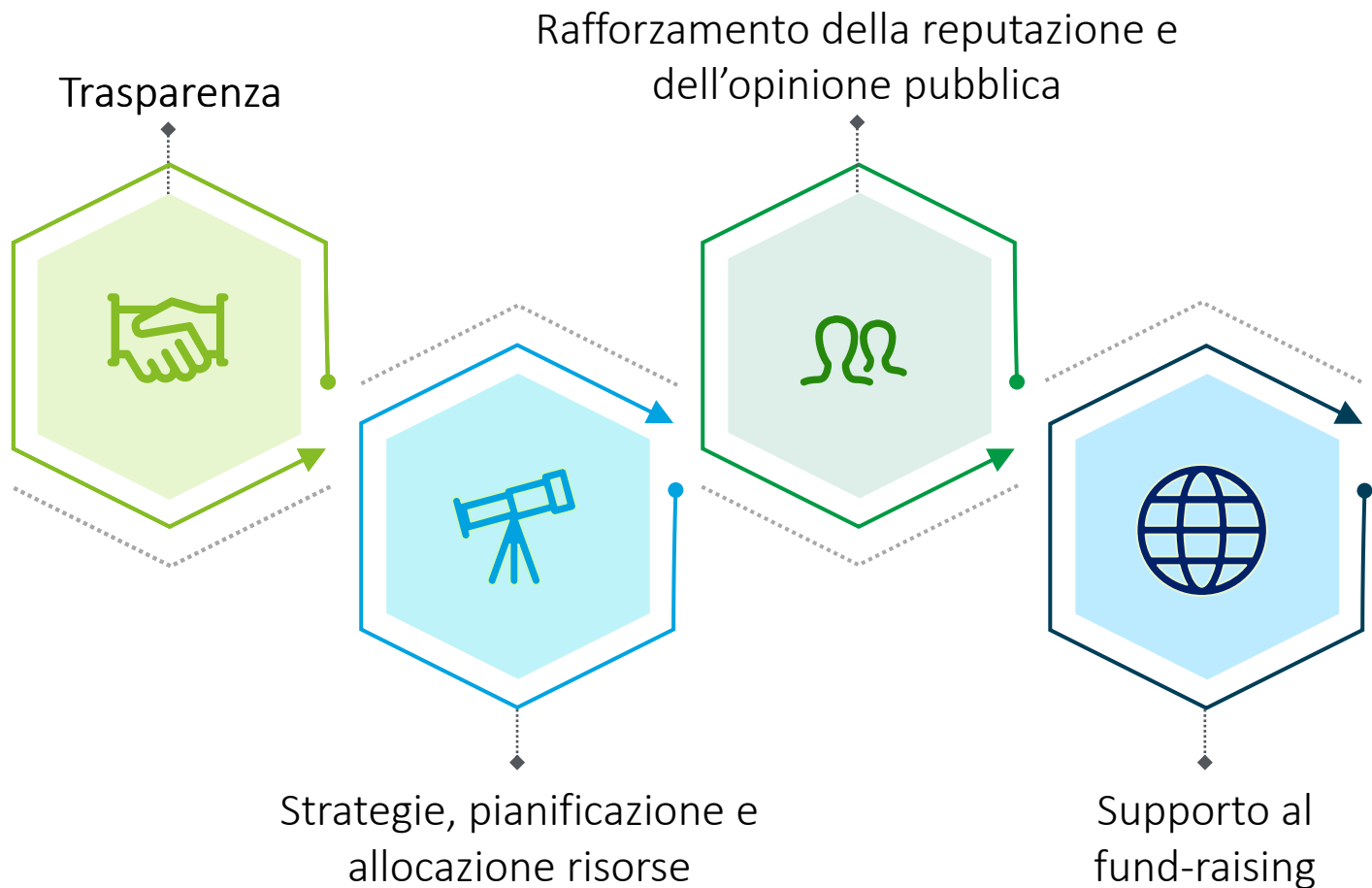
Leverage our auction expertise and platform to raise funds for museums, cultural institutions, and other mission-driven organizations through benefit auctions and innovative partnerships that support the communities in which we live and work.”

*Source: Sotheby's, Sotheby's Impact: Empowering an Inclusive Art World.*

# I principali trend del mercato dell'arte (e del mondo della cultura) nel 2022

Sostenibilità, Corporate Social Responsibility e Reporting

## I benefici delle attività di *misurazione & reporting* degli impatti

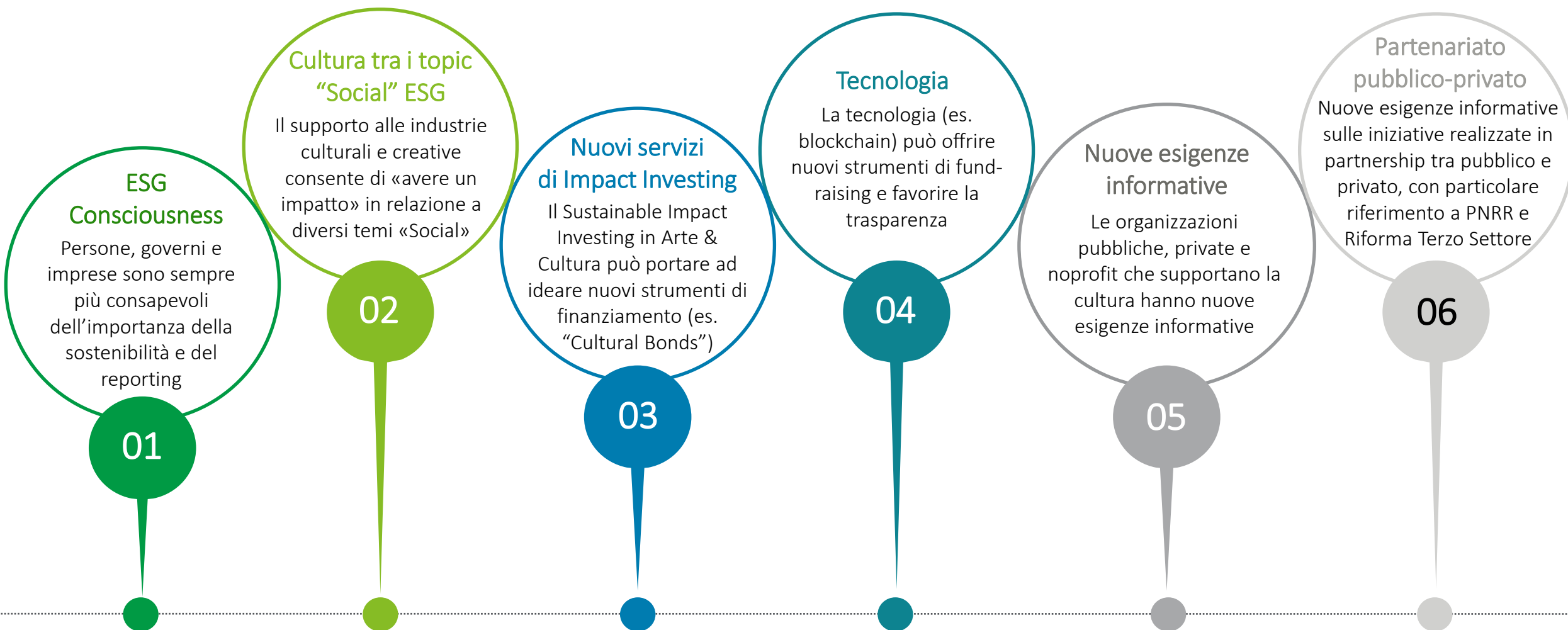


Tuttavia, ci sono **pochi esempi di analisi, monitoraggio e reporting** degli impatti generati dalla cultura



# I principali trend del mercato dell'arte (e del mondo della cultura) nel 2022

Nuovi trend e outlook per il futuro



## Il mercato dell'arte e dei beni da collezione

*Antonio Addamiano, Founder Dep Art Gallery, Consigliere ANGAMC*

*Antonella Andriani, Designer, Vice Presidente ADI Associazione per il  
Disegno Industriale*

*Nicolas Ballario, giornalista*

*Mariolina Bassetti, Christie's Chairman Post-War & Contemporary Art  
Continental Europe, Chairman Italy*

*Valeria Brambilla, Presidente CdA Deloitte & Touche S.p.A.*

*Clarice Pecori Giraldi, Vice Presidente Gruppo Apollo*

Modera: **Barbara Tagliaferri**, Art & Finance Coordinator, Deloitte Italia



# Il mercato dell'arte e dei beni da collezione

Scarica il report 2023





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