



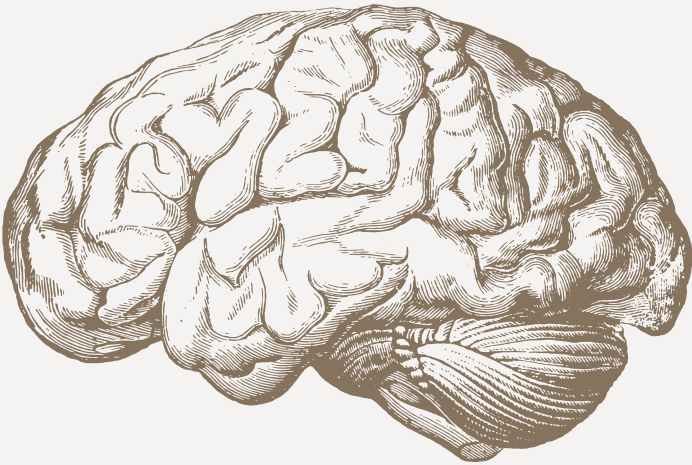
MADHVEE DEB

the
**COLLECTOR'S
GUIDE**

VERIFYING ARTWORK AUTHENTICITY

BUYING ART

Art Elevates Life.



Understanding COA & Smart Purchases

Investing in art can be a rewarding experience, but ensuring authenticity is crucial. This eBook will guide you through various practices to verify an artwork's genuineness and navigate the art market confidently.

Proof of Credibility

- **Diverse Portfolio:** Look for artists with a diverse and evolving portfolio, showcasing versatility and a commitment to artistic growth.
- **Long-Term Vision:** Assess an artist's long-term vision by examining their consistency in delivering thought-provoking pieces that transcend short-lived trends.
- **Global Recognition:** Consider artists with global recognition and participation in international exhibitions, indicating resonance with a diverse audience.



Madhvee Deb

- **Awards and Accolades:** Investigate an artist's history of awards and accolades as a testament to their skill, originality, and contribution to the art world.
- **Museum Acquisitions:** Artists whose works find a place in renowned museums demonstrate significant impact and contribute to lasting value.
- **Evolution Over Time:** Track an artist's evolution, examining shifts in style, themes, and techniques, showcasing adaptability and a commitment to pushing boundaries.
- **Artistic Resilience:** Assess an artist's resilience in navigating shifts in trends, technology, and societal influences while maintaining artistic integrity.
- **Cultural Contribution:** Consider artists who contribute to cultural dialogues and social narratives, reflecting engagement with relevant themes.
- **Community Engagement:** Artists involved in community projects showcase a commitment to nurturing the artistic community, contributing to the sustainability of their careers.
- **Publication Presence:** An artist's presence in art publications and critical reviews indicates their lasting influence and significance in the art world.

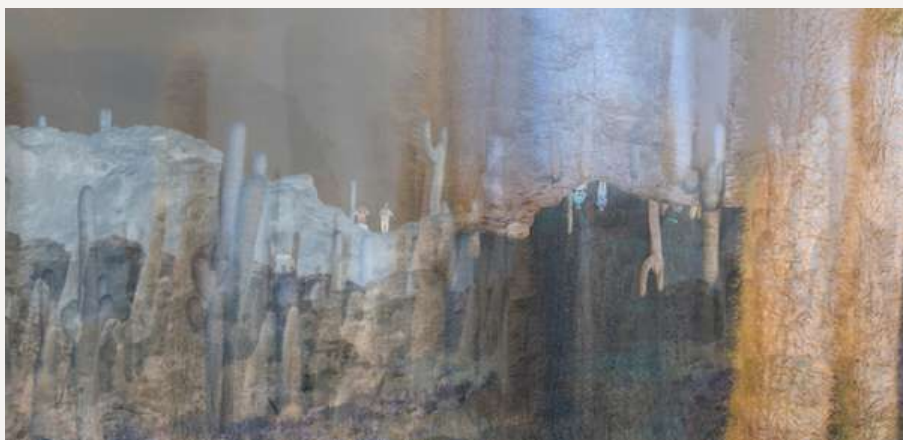


PEGGY GUGGENHEIM

I see art as a personal expression and a medium for communicating unique visions and emotions. Its value lies in reflecting the artist's inner world, evoking emotions, and conveying individual perspectives. As a collector, I believe in preserving and sharing these diverse expressions with the broader public, highlighting the subjective and deeply personal nature of art.

Buying Directly for a Direct Connection

- **First-Time Sales:** Purchase directly for insights into the artist's inspiration and the story behind the artwork, fostering a personal connection and deeper appreciation.
- **Transparent Transaction:** Direct buying ensures transparency, providing clear details about the artwork's history, creation date, special techniques, and the artist's intentions, boosting confidence in authenticity.
- **Opportunity for Customisation:** Direct purchases may offer customisation options, allowing buyers to tailor certain aspects of the artwork, creating a personalised and meaningful piece.



- **Access to Unreleased Works:** Gain exclusive access to unreleased or exclusive works, adding value to the purchase and appealing to collectors seeking distinctive pieces.
- **Building a Relationship:** Direct buying enables the development of a relationship with the artist, fostering understanding and providing opportunities for future acquisitions and insights.
- **Verification of Authenticity:** Direct communication allows for real-time verification of authenticity, clarifying doubts regarding origin, materials, and the artist's involvement.
- **Understanding Artistic Intent:** Buyers gain firsthand insight into the artist's intent, understanding the inspiration, concept, and philosophy behind the piece.
- **Flexible Pricing:** Direct transactions offer flexibility in pricing negotiations, allowing discussions for potential discounts, payment plans, or additional perks.
- **Supporting Emerging Talent:** Direct purchases contribute directly to the artist's livelihood, serving as patronage for emerging talents to continue creating impactful art.
- **In-Person Experiences:** Direct buying often involves in-person interactions, providing experiences such as studio visits, meeting the artist, and gaining a deeper understanding of the artwork's context.



The Road Not Taken

Two roads diverged in a yellow wood,
And sorry I could not travel both
And be one traveler, long I stood
And looked down one as far as I could
To where it bent in the undergrowth;

Then took the other, as just as fair,
And having perhaps the better claim,
Because it was grassy and wanted wear;
Though as for that the passing there
Had worn them really about the same,

And both that morning equally lay
In leaves no step had trodden black.
Oh, I kept the first for another day!
Yet knowing how way leads on to way,
I doubted if I should ever come back.

I shall be telling this with a sigh
Somewhere ages and ages hence:
Two roads diverged in a wood, and I—
I took the one less traveled by,
And that has made all the difference.

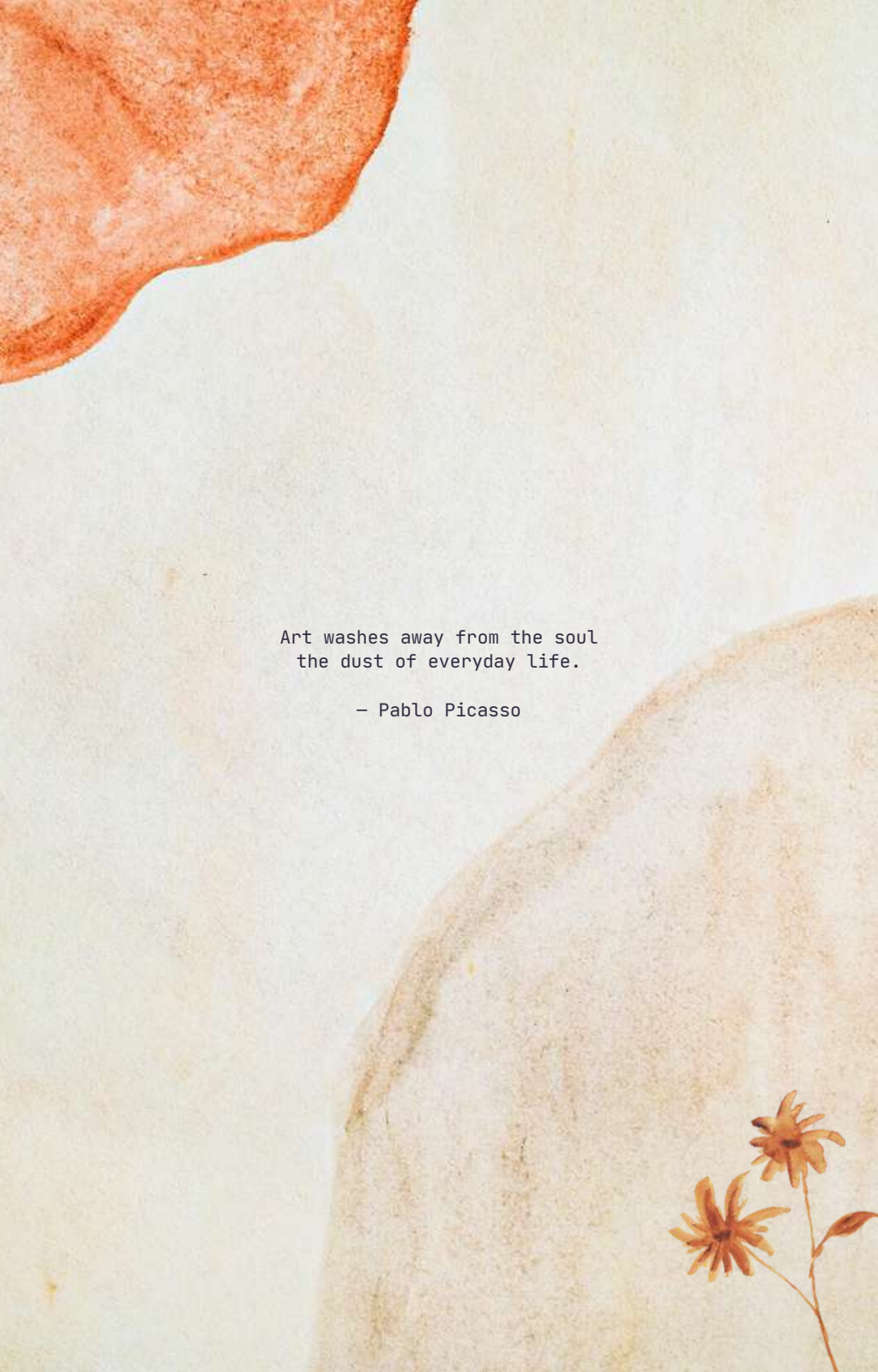
— ROBERT FROST

Collect art that speaks to your soul

Power of Enduring Documentation

- **Secure Transaction Record:** The invoice serves as an enduring record, ensuring a secure transaction history and facilitating provenance tracking for the artwork.
- **Transaction Details:** In addition to serving as documentation, the invoice includes crucial transaction details, such as payment method, date of purchase, and any agreed-upon terms, offering a comprehensive record of the sale.
- **Insurance Documentation:** The invoice acts as a vital document for insurance purposes, providing details necessary for insuring the artwork against loss, damage, or theft.
- **Artwork Details:** Beyond financial transactions, the invoice may include specific details about the artwork, such as its title, dimensions, and medium, aiding in accurate cataloging and identification.



The background is a soft, abstract composition of watercolor-like washes in shades of orange, beige, and cream. A large, irregular orange shape is in the top left corner. A broad, curved beige wash sweeps across the bottom right. In the bottom right corner, there is a small, delicate illustration of two orange flowers with dark centers and thin stems, one slightly above the other.

Art washes away from the soul
the dust of everyday life.

— Pablo Picasso

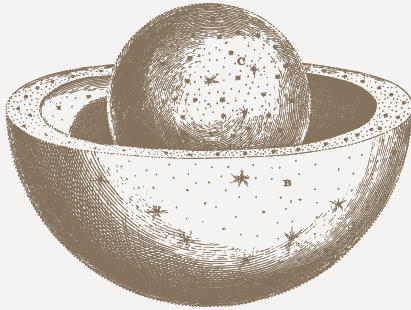
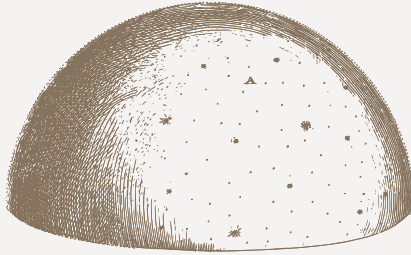
Certification of Authenticity Unveiled

- **Provenance Verification:** COA serves as a powerful tool for provenance verification, assuring buyers of the artwork's authenticity and confirming its origin from the artist.
- **Condition Report:** Some COAs include a condition report, detailing the state of the artwork at the time of certification, offering insights into its preservation and potential value.
- **Artist's Statement:** In certain cases, COAs may include the artist's statement or insights into the creation process, providing a deeper understanding of the artwork's context.
- **Appraisal Documentation:** COA can be used for appraisal purposes, acting as a crucial document for evaluating the artwork's value for insurance, resale, or donation.



BUYING ART

Creation. Expression. Beauty.



Beyond investment, it's an experience.
Discover art that ignites your heart.

Analysing Authenticity Documents.

- **Provenance Verification:** Artistic Evolution: The COA can offer insights into the artist's evolution by including information on the edition size, artist proofs, and the date of print, showcasing the artwork within the broader context of the artist's career.
- **Unique Features:** COA often includes an image of the artwork, highlighting unique features and aiding in visual authentication, especially relevant for limited edition pieces.
- **Artist's Signature:** Some COAs feature the artist's signature, providing an additional layer of authentication and a personal touch to the certification process.
- **Exhibition History:** Beyond the basics, COA may include an exhibition history, listing where the artwork has been showcased, adding a layer of prestige and credibility to the piece.



INTRODUCTION

I'm a photographer & a visual artist.

My artwork is a product of an interdisciplinary collaboration between photography, video, audio, and mixed media. I often explore how people see, remember, and define themselves in my art. This usually leads to creating metaphoric artworks inspired by various topics like gender identity, daily life, and elements of impermanence.

While I use a variety of materials and processes, in each project my methodology is consistent, leading to coherently resolved works. My choice of material, shape, and format are always guided by the subject matter of a particular body of work. Each project often consists of multiple pieces, usually in a range of different media grouped around specific themes and meanings. During the research and production, new areas of interest arise and lead me to the next body of work.



I truly believe that in a world saturated with photographers and AI as competition, infusing your photography with personality is the key to distinguishing your craft.

