



Как мы можем развить российский рынок искусства

How we can Expand the Russian Art Market

Adriano Picinati di Torcello

Director, Global Art & Finance Coordinator
Deloitte Luxembourg

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artcity.online

Deloitte's Art & Finance Panels | 27 October 2020

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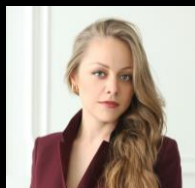


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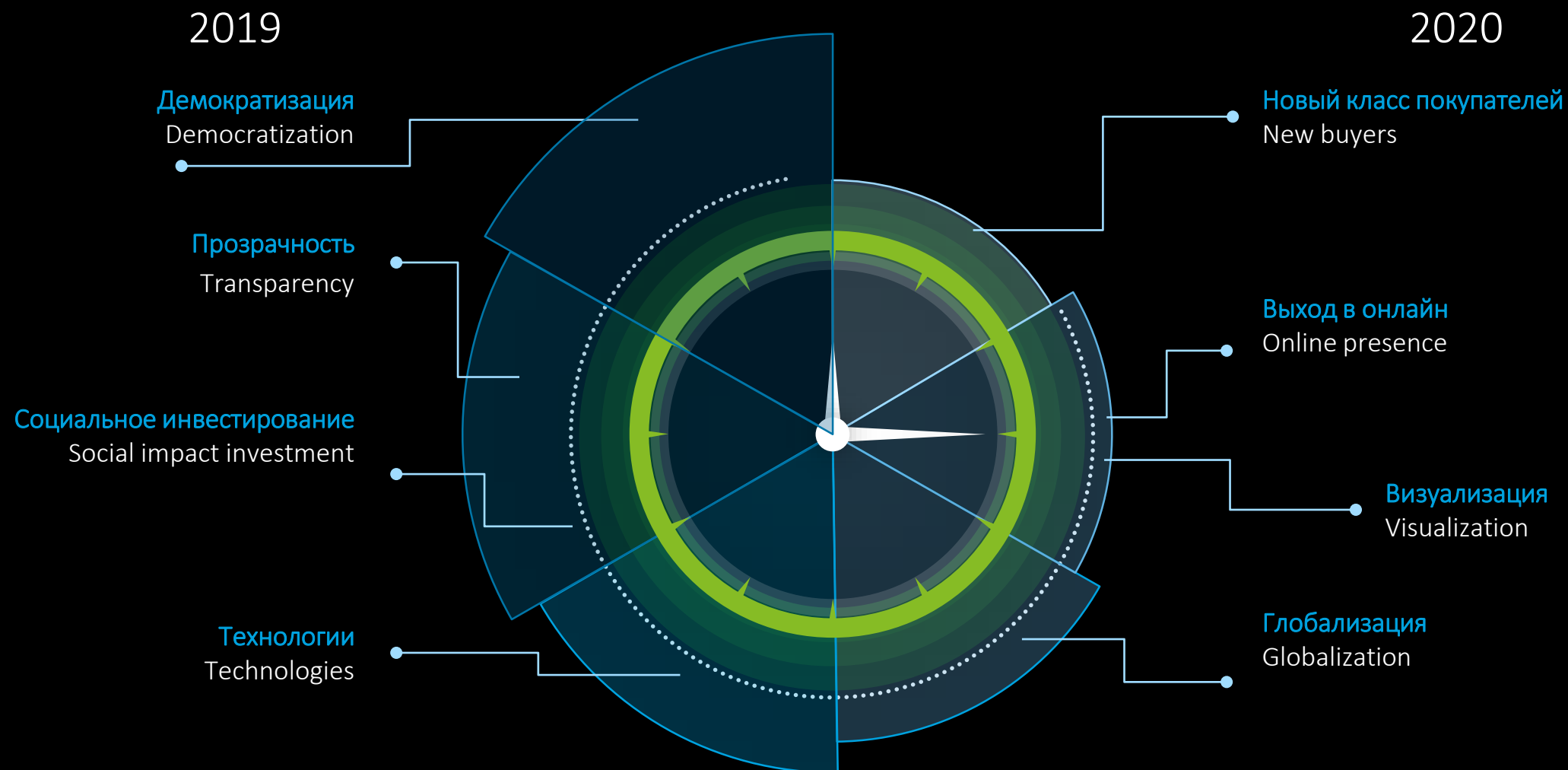
Collector, Art dealer, Founder of
the Ball and Cross (Facebook
marketplace)



Artem Filatov

Russian contemporary artist
and curator

Арт-тренды/Art trends



Российский арт-рынок: где мы сейчас?

Russian art market – status quo



Российский арт-рынок в цифрах

Russian art market in numbers

2019

\$40,4 млн/млн

Объем продаж произведений русского искусства на внутреннем публичном и приватном рынках, из которых
Domestic sales of Russian art in public and private deals, incl.:



\$10,1 млн/млн

Аукционы
Auctions



\$30,3 млн/млн

Галереи и ярмарки
Galleries and art fairs



\$411 млн/млн

Совокупный объем продаж произведений искусства авторов российского происхождения на мировых аукционах
Total sales of artworks by artists of Russian origin at intern. auctions



2020

\$16,68 млн/млн (- 64% vs 2019 г.)

Продажи во время летних «русских недель» на британских аукционах
«Russian weeks» sales in London auctions, summer 2020



\$7,48 млн/млн (vs \$10,1 млн/млн в 2019 г.)

Внутренний аукционный рынок, январь-октябрь 2020 г.
Domestic auction sales. January – October 2020



\$630,5 тыс/к (-75% vs 2019 г.)

Продажи произведений художников стран СНГ 2020 г. (январь-август)
Sale of CIS artists, 2020 (January – August)



\$1,57 млн/млн (+28 % vs 2019 г.)

Продажи русских нонконформистов, Sotheby's, октябрь 2020 г.
Sales of Russian nonconformists, Sotheby's, October 2020



Данные по предметам живописи, графики, скульптуры, XVIII–XX вв.
Based on the sales of paintings, graphics, sculpture, 18 – 20 century

Рынок российского современного искусства, млн евро

Russian contemporary art market, mln EUR



Russian contemporary art market 2017 – 2019, mln EUR



Auction sales of Russian contemporary art, Jan-Oct 2018–2020, EUR mln

Источник/Source: <https://www.in-art.ru>

Как подсчитать объем российского рынка предметов искусства?

Estimating the Russian art market

Инструмент InArt (создан в 2016 году)

- База данных

1500 современных российских художников*

<https://www.in-art.ru>

- Рейтинги InArt

ТОП-100 признанных художников и

ТОП-100 молодых художников

- Индекс ликвидности InArt

- Аналитические обзоры

<https://analytics.inartgallery.org>

- Школа InArt

<https://inart.getcourse.ru/collections>

- InArt GALLERY BY KSENIA PODOYNITSYNA

- <https://inartgallery.org>

Instrument InArt (created in 2016)

- Data base

1500 Russian contemporary artists*

<https://www.in-art.ru>

- Ratings InArt

Top-100 recognized artists and

Top-100 young artists

- Liquidity index InArt

- Analytics

<https://analytics.inartgallery.org>

- InArt School

<https://inart.getcourse.ru/collections>

- InArt GALLERY BY KSENIA PODOYNITSYNA

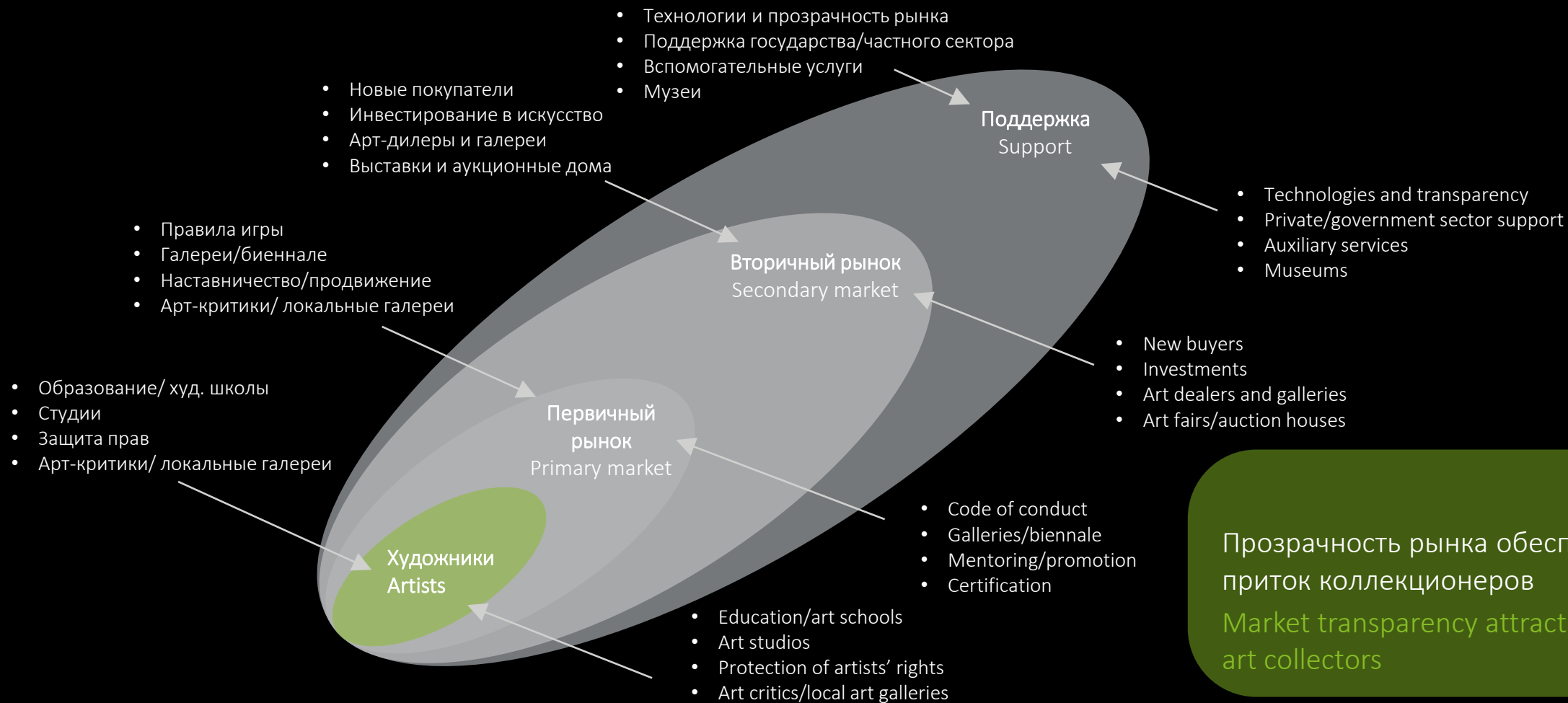
- <https://inartgallery.org>

*Включая данные по аукционным торгам, выставкам, каталогам и т. д.

*Including data on auctions, exhibitions, catalogs, etc.

ИЛЛЮСТРАЦИЯ. Создание арт-экосистемы

ILLUSTRATIVE. Building art market ecosystem



Прозрачность рынка обеспечивает приток коллекционеров
Market transparency attracts new art collectors

Как мы можем развить российский рынок искусства?

How we can expand the Russian art market?

1 Просвещение и образование
Raising awareness and education



4 Разные целевые аудитории
Diverse target audience



2 Трансграничное взаимодействие
Cross-border interaction



5 Прозрачность и технологии
Transparency and technology



3 Прозрачность и правила игры
Transparency and rules of the game



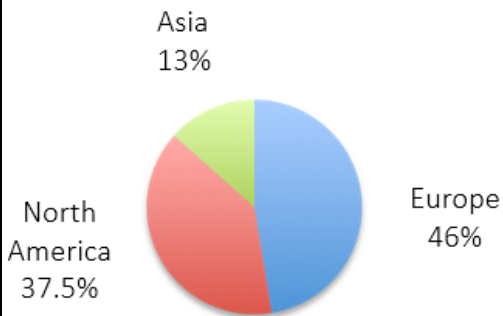
6 Государственная поддержка
Government support



Экспорт/импорт предметов искусства

Art export/import

Экспорт/Export



**Самые быстрорастущие экспортеры искусства/
Fastest growing exporters of art**

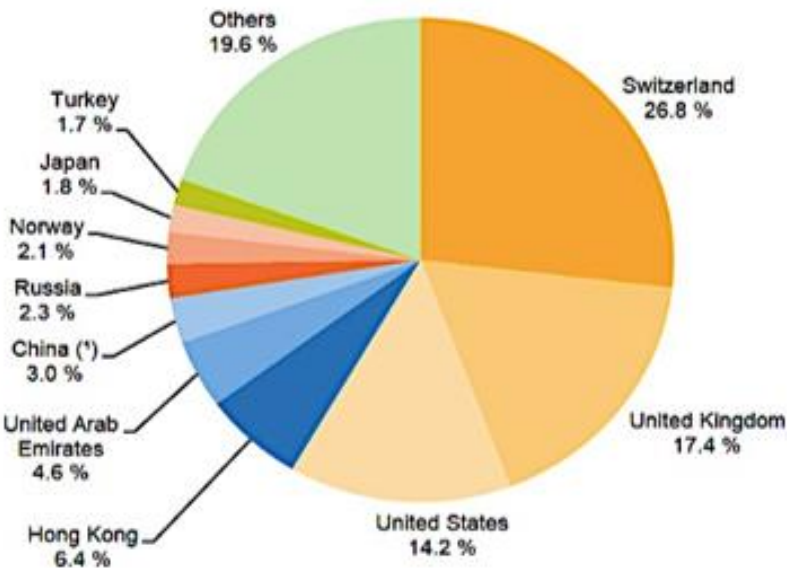
- Argentina (up 56,848%)
- Hong Kong (up 452.5%)
- Brazil (up 290.5%)
- Canada (up 79.7%)

Источник/source:
<http://www.worldstopexports.com/>

	Nationality	2015	2020
1	American	57.0%	48.4%
2	British	11.6%	15.8%
3	Chinese	6.2%	15.3%
4	German	8.7%	5.7%
5	Japanese	2.8%	3.8%
6	French	4.2%	2.9%
7	Italian	5.2%	1.1%
8	Romanian	0.1%	0.7%
9	Spanish	0.2%	0.6%
10	Latvian	0.1%	0.5%
11	Canadian	0.1%	0.4%
12	Vietnamese	0.1%	0.4%
13	Colombian	0.1%	0.4%
14	South African	0.0%	0.4%
15	Swiss	0.3%	0.3%
16	Ghanaian	0.0%	0.3%
17	Belgian	0.4%	0.3%
18	South Korean	0.6%	0.2%
19	Taiwanese	0.3%	0.2%
20	Brazilian	0.1%	0.2%
	All Other Nationalities	0.0%	0.0%

Источник/source: Market+ Analysis /
Post-War & Contemporary Artists 2020

Импорт/Import



Источник/source:
<http://www.worldstopexports.com/>

Искусство и цифры в международном контексте

Art & numbers in international context

США/
USA

Нет профильного
ведомства
(Министерства
культуры)/ No
Ministry of culture

\$162 млн/mln —
National Endowment
for the Arts, \$50
млн/mln —
госпрограмма/state
programs, \$860
млн/mln — Local Arts,
\$360,5 млн/mln —
госзаказы/ state
purchases
2019

Китай/
China

Министерство
культуры и
туризма/Ministry of
culture and tourism,
National Arts Fund,
National Cultural
Heritage

\$70 млн/mln —
National Arts Fund,
\$60 млрд в год/60
bln — бюджет на
культуру, туризм и
спорт/annual budget
for culture, tourism
and sport
2019

Великоб
ритания/
UK

Департамент
культуры/
The department for
culture, media and
sport – Art Council
England, British
Council Foreign
Commonwealth
Office
Culture, UK Trade &
Investment Office

\$3,8 млрд/год
\$3,8 bln annual
budget

2018–2019

Франция
/
France

Министерство
культуры/Ministère de
la Culture, Fonds
National d'Art
Contemporain,
Délégation aux Arts
Plastiques, Centre
National des Arts
Plastiques, Institut
Français

Бюджет на культуру
2021: 7% общего
бюджета — \$4,5
млрд* + 7 млн на
госзакупки
Budget for culture
2021 – 7% of total
culture, \$4,5 bln + \$7
mln state purchases

Россия

Министерство
культуры,
Россотрудничество/
Ministry of Culture,
Federal Agency for CIS
Бюджет на культуру:
0,5% общего бюджета
— порядка 19 млрд
руб/год*
Culture spending budget
– 0,5% of total budget,
approx. 19 bln. RUB
annually

*Национальный проект
«Культура» 2019–24 гг.
National culture project

Источники/Sources: <https://www.arts.gov/grants>
<https://news.artnet.com/art-world/china-sets-up-70-million-national-arts-fund-but-what-will-it-promote-176276>
<https://www.statista.com/statistics/455506/china-public-expenditure-on-culture-sports-and-media/>
<https://www.arts council.org.uk/our-investment/arts-council-development-funds>
<https://www.gov.uk/government/topical-events/budget-2020>
<https://news.artnet.com/art-world/france-culture-budget-686645>
<https://culture.gov.ru/about/national-project/about-project/>

У меня есть мечта...

I have a dream...

Top Biennales and Art Fairs

Art & Investment **Collectors' education**

Golden Lion of Venice **Transparency**

10% of Russian budget on arts

TOP OF WORLD RATINGS **Domestic art tourism**

Brand recognition **CODE OF CONDUCT** Think globally, act locally

PHILANTHROPY LAWS **Galleries associations**

Art is trendy in corporate world **Art education for**

Grow the pie, not cut the pie **officials and**

Russia among top art leaders **businesses**

Culture for officials **Art residencies**

Government support **in every region**

United art community

Контакты

Contacts



Светлана Мейер/Svetlana Meyer

Управляющий партнер, Департамент налогов и права, «Делойт», СНГ/
Managing partner Tax & Legal, Deloitte CIS
Тел.: +7 (495) 787 06 00
smeyer@deloitte.ru



Максим Боксер/Maxim Boxer

Арт-дилер, коллекционер, эксперт по российскому искусству начала XX века
Art-dealer, collector, expert in Russian art of the beginning of 20th century
<http://maximboxer.com/>



Алина Крюкова/Alina Kryukova

Основатель галереи a-s-t-r-a
Founder of a-s-t-r-a gallery
alina.kryukova@a-s-t-r-a.com



**Адриано Пичинати ди Торчелло
Adriano Picinati di Torcello**

Директор/Director, Global Art & Finance
Coordinator
Deloitte Luxembourg
Тел.: +352 45145 2531
apicinatiditorcello@deloitte.lu



Денис Белькевич/Denis Belkevich

Приглашенный
шеф-редактор/guest editor
ARTinvestment.Ru, основатель/founder
Fuelarts
denis@fuelarts.com



Анна Шве́ц/Ann Shvets

Генеральный директор TAtchers' ART
Management
CEO at TAtchers' ART Management
ceo@tatchers.art



Дарья Русанова/Daria Rusanova

Координатор направления Art & Finance,
«Делойт», СНГ/ Art & Finance Coordinator,
Deloitte CIS
Тел.: +7 (495) 787 06 00
drusanova@deloitte.ru



**Ксения Подойницына/Ksenia
Podoynitsyna**

Эксперт и аналитик рынка современного
искусства России
Russian Contemporary Art Market Expert and
Analyst
ksenia@podoynitsyna.com



Артём Филатов/Artem Filatov

Российский современный художник и
куратор
Russian contemporary artist and curator



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