share an uncertain future

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mid-May, is located in Ningbo Zhongsheng cultural art trade Services Limited (commonly known in the industry rose Ningbo Culture Exchange) and Shanghai Culture Assets and Equity Exchange (hereinafter referred to as the Shanghai Stock Exchange) has held assets of cultural artefacts financialization forum on the wing in order to do this work of art and cultural property transaction services to be carried out after each and paving. Exchange kicked off the emerging culture of these two preparations has organized the forum, which attracted the text submitted by peers from across the country to come, including the text of the Shenzhen Stock Exchange and executives Hunan Culture Exchange has been officially opened.

facing "the State Council on the rectification of various types of trading venues effectively guard against financial risks" and "on the implementation of the State Council decided to strengthen cultural property transactions and the art trade management advice", the text submitted by the moderator who are somewhat loss. Some people think that the attitude of these two documents held on Culture Exchange is to motivate and support, while others believe that more emphasis in these documents is in order.

the past two years compared to those who appear to be stir-fried, but have suffered the fate of the first rectification Exchange approval, the latest appears l Culture Exchange and the Shanghai Stock Exchange, its new value assessment system , it seems that people see the development of this new industry, the second life cycle, but more people still believe that the development is still in the text submitted by the Ice Age, when to break the ice before the trip, is still unknown.

personal opinion, finance, investment professionals intent to intervene art market, which appeared in the assets of art, financialization attempt. First, the art market is a concept of the market, the core of this particular market supply and demand, the appearance is traded, the object is art. In market research, the artwork is transformed into commodities, development of the market for this commodity on the development of art help promote or hinder, the concept is not economics. work produced depends on its producers, namely the artist. market is not the merits of the decision, but the decision by his producers artist.

main market is the capital, capital profit needs of the emergence of art assets, financial-oriented concepts. Text submitted by the profit-driven nature of capital provides a new platform for its production is a necessity. Secondary market is weak and corrupt stimulated the domestic primary market for art students to produce the text of the Exchange. Capital and investors looking for a more transparent trading platform appeared clearer rules, the text submitted by just adapt to this demand. Another major role of the text submitted by the substantially improved the art of liquidity. As an investment, art illiquid bottleneck hindering its rapid market development. Text submitted by the share of lower investment threshold listed in the text submitted artwork, which will largely depend on the liquidity of the text submitted by restrictions on their trading frequency and liquidity of art from a certain unpredictability into manageable.

present, after the national guidance and policy control, where different areas throughout the text submitted made a new attempt. From the simple art of securitization practice early, extended to the current cultural projects, cultural enterprises financing function. Tianlulinlang culture such as Shenzhen company launched "Tang mystery figure" movie usufruct investment projects, Beijing Culture Exchange "Wild ginseng" right investment projects, Hunan Wen Exchange "black tea" project assets listed on the package, as well as brewing functional scope of the text submitted by the stage Zhongsheng text submitted by the Ningbo "national cultural and creative base in Hainan experimental zone" to expand the portfolio items, etc. The purpose of the promotion and development of cultural industries.

Meanwhile, the recent auction market rational return, wait and see attitude art funds, heralds the beginning of a new pattern of market incubation period. Ningbo Zhongsheng Wen Exchange's "cultural asset of art, financialization Forum", the industry experts on culture through art is indeed the right asset mix, valuation, insurance, trading rules and improve the exit mechanism, such as a series of questions to discussed. This represents the current direction of the general idea and Culture Exchange, the securities can better prevent the occurrence of acts to make art more effective financialization, reasonable and healthy development.

text submitted by the healthy development also depends largely on the overall quality of its employees. Pure financial professionals from the nature of the dominant culture is easy to make the transaction, leaving the cultural project developed into a simple financial products. Financial markets need a lot of artistic talents.

investors love for the art market is in fact not only the value of its profitability. As an effective "passion investments", art preservation and diversification of risk in their investment functions, more collectors are able to bring the enjoyment of beauty, not just assets.

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