



ABOUT US

Ten years after its inception, **Artist Pension Trust® (APT)** has amassed the largest curated collection of contemporary art, comprising 10,000 artworks from 2,000 select artists in 75 different countries.

APT offers both *long-term financial security* and *international exposure* to select artists around the world based on a unique tailor-made and patented financial model. With additional commitments totaling 40,000 artworks, the collection is growing by more than 2,000 each year, as artworks are deposited by artists chosen by APT's distinguished international Curatorial Team.

In 2013, APT founded **APT Institute** as a nonprofit organization responding to the needs among contemporary artists for international exposure and recognition of their artwork. Through its services for curators and art professionals - Loans & Exhibitions and Art Concierge - APT Institute offers a new model for art engagement.

APT operates in 75 different countries around the world, offering *storage* and *collection solutions* in each of those places, such as: USA, Canada, UK, Germany, France, Spain, Turkey, India, China, Hong-Kong, Singapore, Japan, Korea, Thailand, Vietnam, Australia, Brazil, Argentina, Mexico, and many more.

THE APT MODEL

The artworks in the trust are gradually sold over the course of 20 years for the benefit of the APT artists, providing them with future financial security. The funds from the net proceeds of each artwork sold are distributed to the artists in the following manner: 72% are distributed to the artists in the trust, with 40% to the individual artist and 32% among the artists in that trust based on the number of artworks they have deposited. The remaining 28% are used to cover the operational costs of the trusts.

APT started with eight regional trusts almost a decade ago, and following their success, has recently launched its first global trust, APT Global One, with a capacity of 628 artists. APT Global One was designed for optimal diversification to benefit artists all over the world.



APT ARTISTS AND THE APT COLLECTION

APT's International Curatorial Team, including over 100 renowned curators worldwide, selects the most promising and talented emerging and established artists around the world to join APT. APT artists include: Douglas Gordon (winner Turner Prize 1996), Yael Bartana (winner Artes Mundi Prize 2010) Richard Wright (winner Turner Prize 2009), Yeondoo Jung, Martin Boyce (winner Turner Prize 2011), Richard Aldrich, Jeremy Deller (winner Turner Prize 2004), Gert & Uwe Tobias, Jens Ullrich, Annika von Hauswolff, Charles Avery, Gelitin, Michelle Grabner, Yael Bartana, and many more.

In 2013, Over 2,000 new artworks were collected and stored as 500 new artists worldwide were selected to join APT. Among them are 152 from Beijing.

ACCESSIBILITY TO THE APT COLLECTION

APTGLOBAL.ORG

In February 2014, APT's newly-improved and upgraded website was launched, displaying features that enable artists, curators, collectors, and art professionals from all over the world to explore the APT collection, have access to the largest lending library of contemporary art, create art collections online, purchase artwork from the collection, and receive up-to-date information on our artists, such as staying tuned to their latest news and events.

Since its launch, APTGlobal.org has welcomed more than 16,000 visitors, a 12% increase over the number of visitors from the same period last year, including 22% more unique visitors. Searching for artists is the most popular feature on the website, followed by browsing the collection.

The website is also available in traditional and simplified Chinese, Japanese, Vietnamese, Thai, Indo Bahasa and Korean.

APTINSITUTE.ORG

With the recent launch of APT Institute, a new website was created to promote and assist the APT artist community through various initiatives, including the lending of their



artwork to museums and exhibitions, providing guidance with their residency applications, connecting them with an array of curators throughout the globe, and more.

Since its beta launch in January, APTInstitute.org has had more than 13,000 views of its pages by around 5,000 visitors. Loans and Exhibitions continue to be the most visited service of the Institute since it serves curators from museums and institutions worldwide; Global Connect is the next sought service and is offered exclusively to APT artists.

WEBSITE FEATURES

With the recent launch of the redesigned websites for APT and APT Institute, a tailor-made and interactive platform was developed to increase access for APT artists and their artworks through a customized My Gallery section, where users can favorite artists after viewing their enhanced artist profile pages and request to meet with them; reserve artworks on a Wishlist for purchase and request notification of availability; curate collections of artworks from the APT collection and process them for loans to museums and other art exhibitions.

Through this platform APT artists can review financial information about their personal investments as well as an overview of the trust, such as seeing the latest investments made to their trust. APT artists have exclusive access to update their information online, both profile and artwork, and they are encouraged to submit news and events that are relevant to their activities, which are directly published on the APT Global website. This feature will enable APT artists to receive a wide range of publicity, as it generates universal exposure.

SOCIAL MEDIA

Over the past year we have doubled our efforts through social media to expand the apt community on Facebook and Twitter in particular. Our online community now boasts more than 5,200 fans on Facebook and more than 1,500 on Twitter - both increases of more than 150% over the last year.

In the coming year, we look forward to branching out to newly influential networks such as LinkedIn and Google+. Our goals online are both to increase awareness of apt, and the caliber of its community, while also engaging with new, talented artists and coursing them to apply to join as well.



APT IN THE PRESS



"Thousands of artists have applied, but only a small percentage are accepted. "In terms of the selection process, unfortunately, we have to choose very few artists," said Moti Shniberg, a co-founder of APT."

- Jason Sanchez, "Artists paint their way to retirement", 14 April 2014



"My experience with [the trust] has been wholly positive so far," said Kim Beck, who lives in Pittsburgh and creates cutout sculptures and charcoal drawings. That view was seconded by New York City collage artist William Crump, who said, "Being selected for the Pension Trust gives me a sense of validation."

- Daniel Grant "A Retirement Account for Artists: At 10 Years Old, the Artist Pension Trust Is Bigger," 12 February 2014



"(...) APT has amassed what it says is the biggest collection of contemporary art ever—more than 10,000 works which it estimates to be worth \$120m"

- Rachel Corbett, "Artists' pension trust starts to sell," 12 February 2014
TAKE QUOTE FROM ART NEWSPAPER CHINA



"In 2013 APT did more than 200 museums loans and exhibitions, giving artists in China the opportunity to advance their careers with increased international exposure and reach to museums worldwide."

- ICS TV, Shanghai, "Money Talks", 10 January 2014



"It is entirely possible that APT could, over time, be a significant factor in determining, i.e., supporting the market prices of contemporary art. That's pretty ambitious and remarkable for any start-up—even more unexpected from ... a retirement plan."

- Edward Siedle, "Artist Pension Trust: Designer Retirement Plan May Rock the Art World," 24 October 2013



"Part of SMC's undertake with APT is to provide a platform for artists. "We're talking about fellowships, exhibitions, panel discussions, and giving prizes with corporate sponsorship", says (Hamilton) Tang."

- Elle Kwan, "Banking on Art", September 2014"



"Ten years after being founded, APT has decided the time is right to start selling some of its collection, and it will be interesting to see just how successful it will be."

- Georgina Adam, "Renoir's personal effects go on the block; a new art district emerges in London; while the Artists' Pension Trust starts its sell-off," 6 September 2013



"Artists throughout the centuries have found that patience is a virtue. Rather than selling early and cheap, if they wait for their work to gain recognition they can reap richer rewards. But there is a catch. Few artists can afford to wait for the money to come in. Some sort of a safety net is needed. Enter APT or Artist Pension Trust, an organization that offers both long term financial security and international exposure to select artists."

- Kitty Go, "Uniting commerce and creativity," 16 August 2013



"Unlike other art collections formed with an eye toward appreciation the Artist Pension Trust appears to have a careful and well thought-out strategy that has at least some built-in protection for market volatility."

- Eileen Kinsella, "Artist Pension Trust Plans First-Ever Sales From Its Vast Collection," 29 July 2013