

### 3. What Kind of Art Can Become an Asset

Not all artworks become assets.

In fact, only a very small portion of art is ultimately recognized and valued as such.

So, what kind of works continue to hold value over time?

There are several clear conditions.

First, the artist's authorship must be established.

Being able to explain **who created the work** and **in what context it was produced** is a minimum requirement for art to be considered an asset.

Works with strong anonymity or that function primarily as decoration do not enter the foundation of evaluation at this stage.

Second, there must be an accumulation of evaluation.

Exhibition history, critical writing, institutional acquisitions, and similar records—in other words, whether assessments by third parties have been built up over time.

This is an important factor that supports value, independent of individual taste.

Third, the work must be connected to the market.

Art does not exist in a closed world.

It circulates within a market composed of multiple layers, including galleries, museums, collectors, and auctions.

If a work is not connected to this market, even if it is appealing, it cannot be considered an asset.

Finally, the work must have the strength to withstand time.

It should not depend on fashion or short-term trends, but continue to hold meaning years—or even decades—later.

This is where the decisive difference between art and interior decoration lies.

Art that meets these conditions is not merely something to be displayed.

It becomes something to be held, preserved, and passed on.

Bringing such art into hotels or architectural spaces is not simply about placing artworks.

It is a choice for the space itself to become a bearer of cultural assets.