



Deloitte's Art & Finance Panels - ArtCity 2020

Digital Transformation in the Art Market

26 October 2020



**MAKING AN
IMPACT THAT
MATTERS**
since 1845

Digital Transformation in the Art Market

What does this actually mean?

Adriano Picinati di Torcello

Director, Global Art & Finance Coordinator
Deloitte Luxembourg

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Anders Petterson

Founder & Managing Director
ArtTactic



PANELISTS



Henry Blundell
CEO & Founder
ArtSolution/MasterArt.com



Taihei Shii
CEO
Startbahn



Ronan Vander Elst
Partner and Head of Deloitte Digital
Deloitte Luxembourg



Albert Neuendorf
Director of Business Development
Artnet



Mike Steib
CEO
Artsy



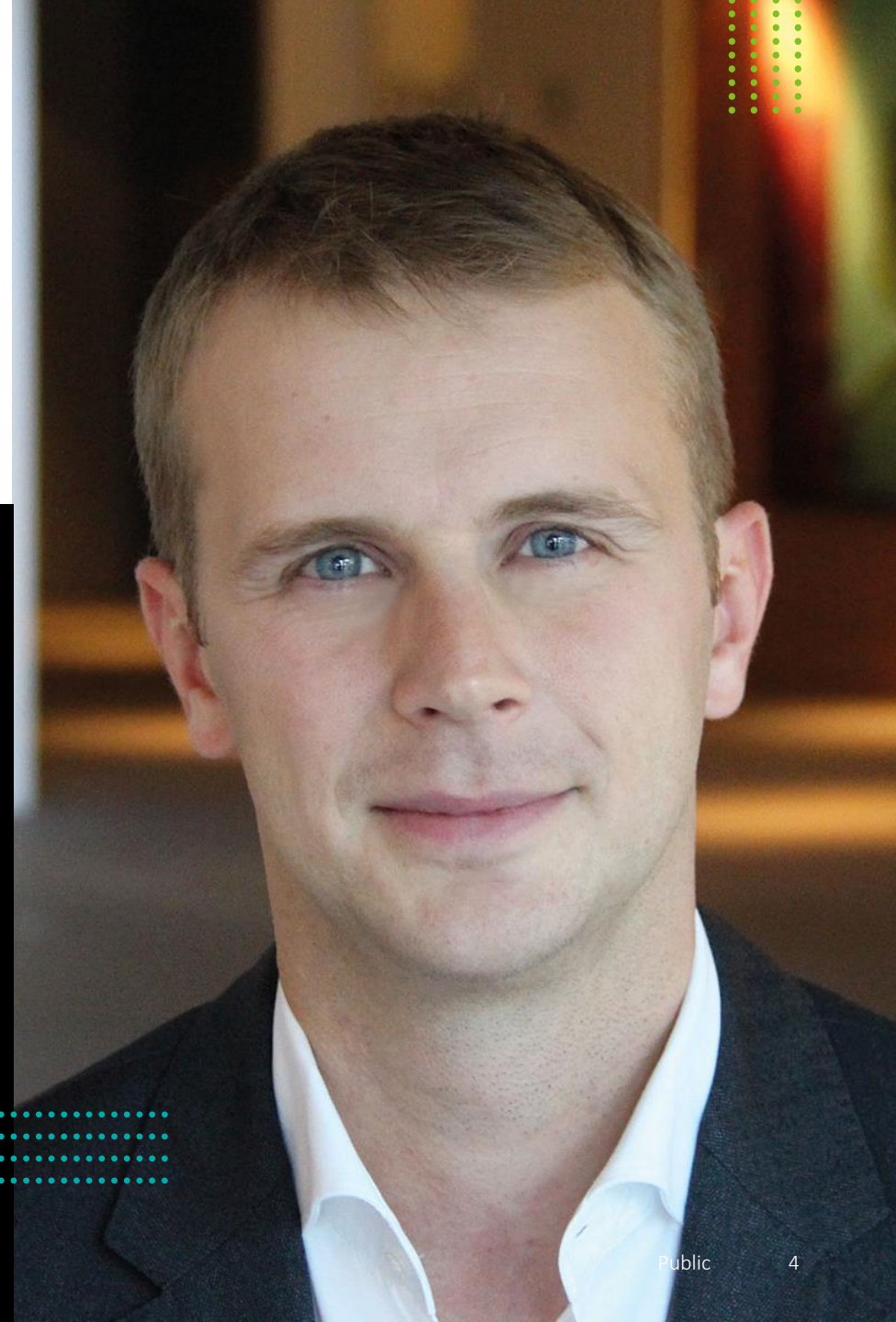
Tim Jordan
Director of the Programme in Arts
and Sciences (BASc) and Professor of
Digital Cultures
University College London

PANELISTS

Ronan Vander Elst

Partner and Head of Deloitte Digital
Deloitte Luxembourg

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OCTOBER 26TH, 2020

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In simple terms,
Digital Transformation is
future-proofing a
business

Establishing a Digital Strategy

To define a digital strategy is to answer the following questions :

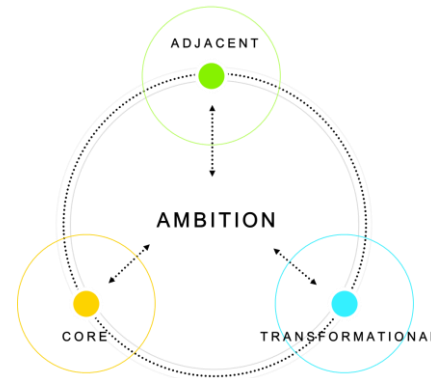
How digital are we today?

How digital do we need to become?

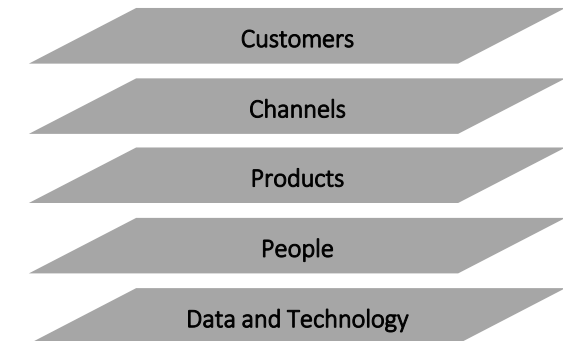
How do we get there?



An honest *introspection* on the current state of the organisation is the first step in the establishment of a digital strategy.



Ambitions coming from any place of the organisation can be the catalyst that will show what is the goal to reach.



Based on the goal sought after, the right mix of *technology* and *techniques* shall be determined



PLATFORMS IN THE ART INDUSTRY

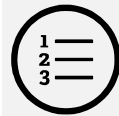
SAMPLE – NOT
EXHAUSTIVE

invaluable

.Artsper



artnet®



KEY CONSIDERATIONS WHEN CHOOSING A PLATFORM

1

Reputation

Only the platforms with the best reputation will survive in the long run

2

Traffic / Partnerships

The presence and growth of the numbers of producers / consumers will be critical to generate network effects leading to virtuous circles

3

Specialization

The multitude of niche markets within the industry is an opportunity for some platforms to differentiate their positioning with a specialist outlook

The essential role of Platforms in digital strategies

Platforms business models often provide entirely new value propositions and revenue models, and create value by **connecting the participants in a marketplace**, making it easy for them to transact and enabling them to innovate together.

As these platforms attract more participants and generate **network effects**, they can proliferate and dominate a market in a winner-takes-all dynamic.

Platforms also significantly lower the costs of digitizing the sales channel.

Thank you.



Ronan Vander Elst

Partner

Contact: rvanderelst@deloitte.lu

Linkedin: <https://lu.linkedin.com/in/ronan-vander-elst-57164b>

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PANEL

Taihei Shii

CEO

Startbahn

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Startbahn Cert.

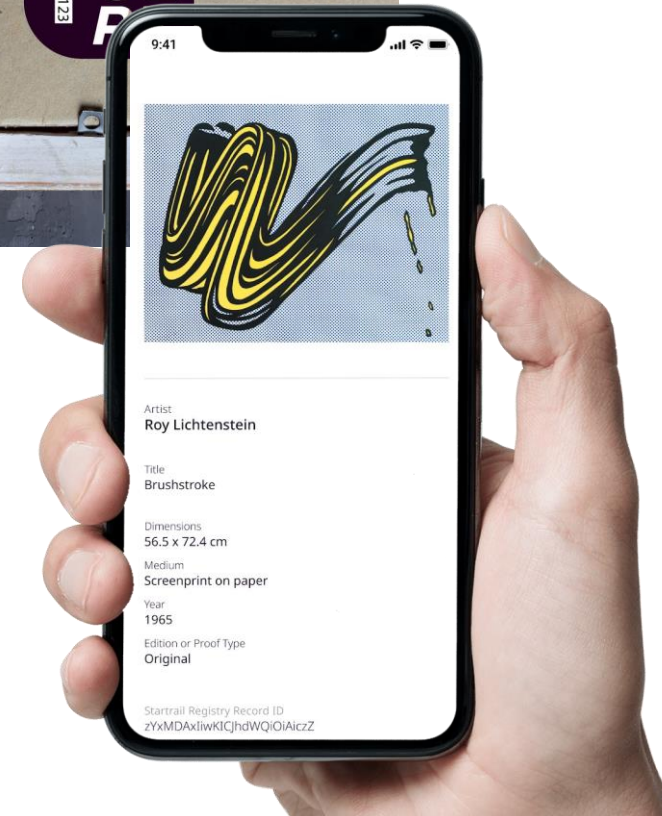
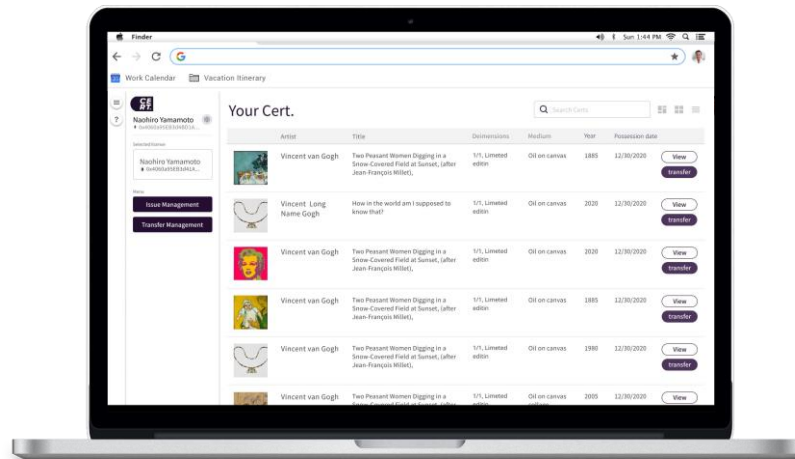
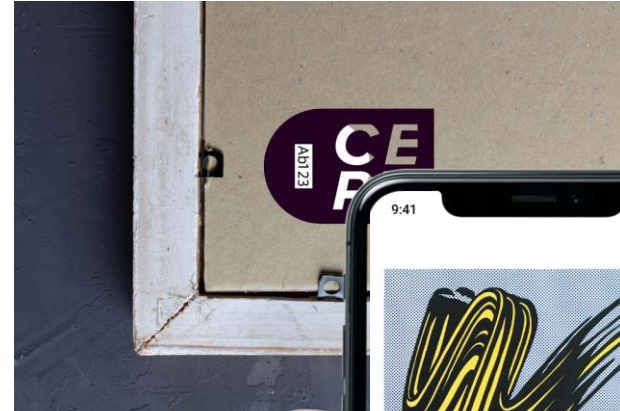


Startrail



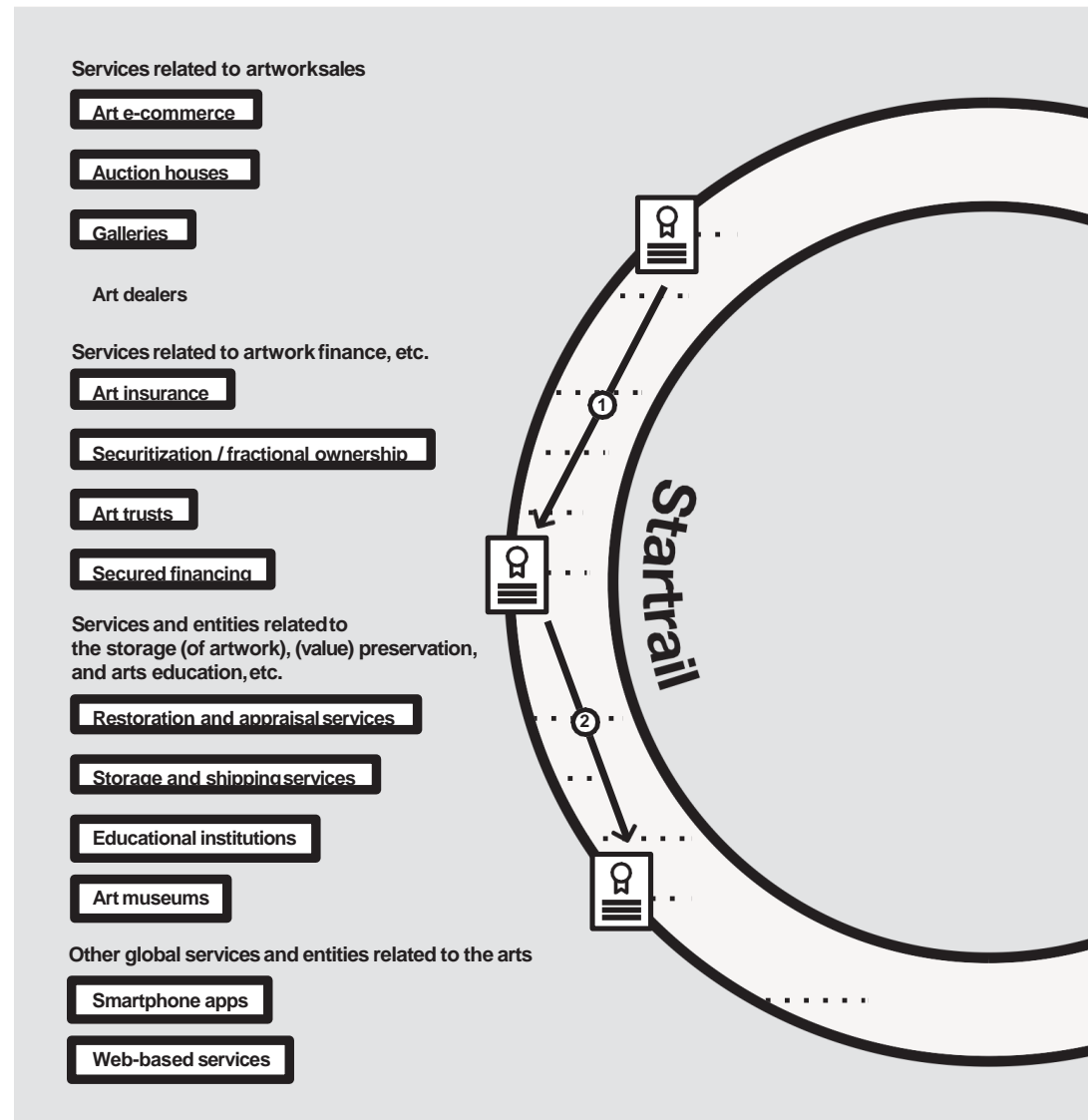
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Startbahn Cert. is an NFC tag sticker connected to the blockchain network (Startrail)

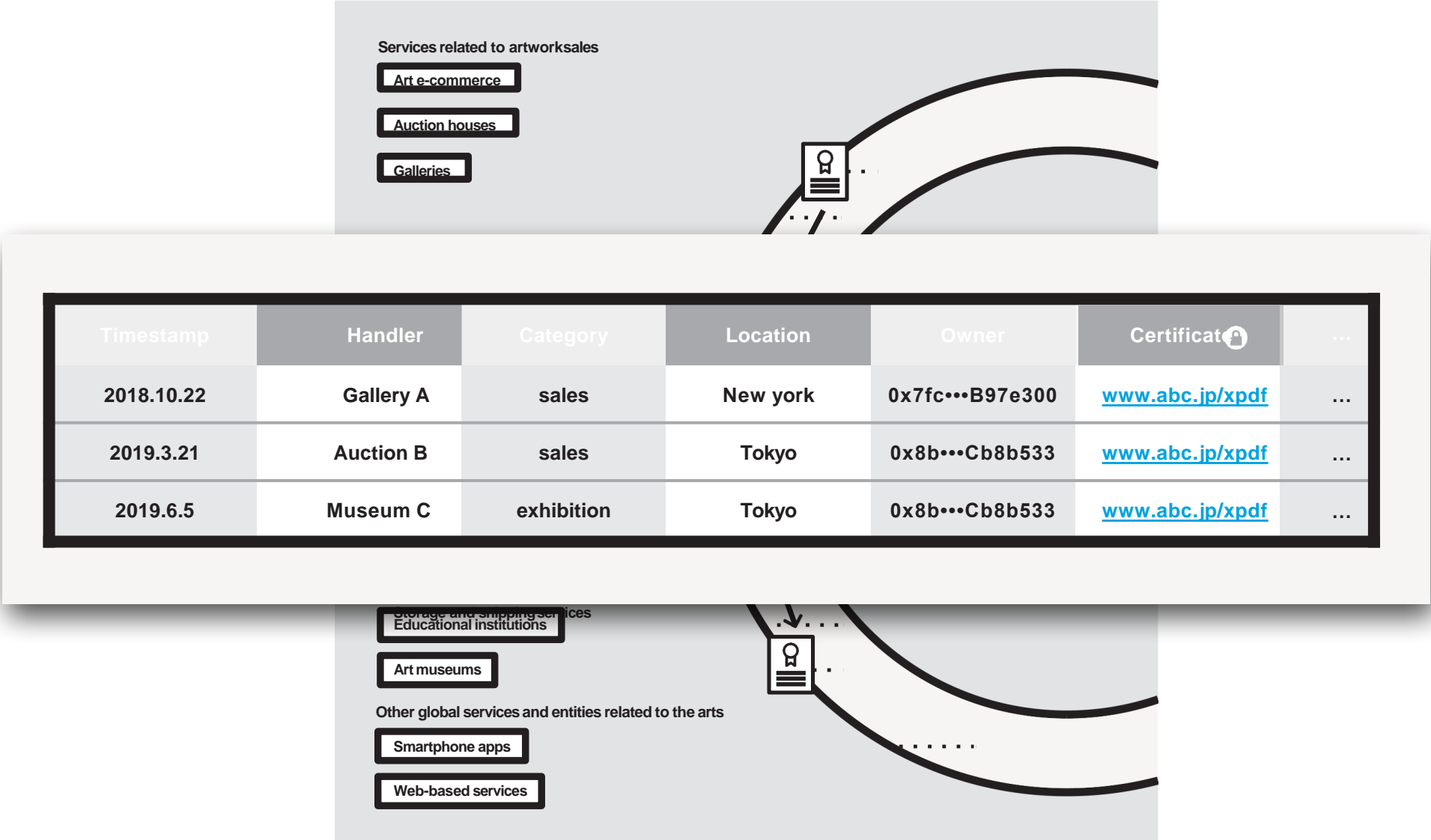


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Startrail is a blockchain infrastructure supporting the art industry ecosystem.



Provenance will automatically be recorded to Startrail.



Startbahn Cert.



<https://cert.startbahn.io/en>

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Adriano Picinati di Torcello

Director, Global Art & Finance Coordinator
Deloitte Luxembourg

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