

# **VALUATION OF ART FROM THE POINT OF VIEW OF THE BUYER**

**2/16/07 Revision**

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- Uniqueness: One-of-a-kind, or not. If not, whether a multiple or a copy.
- Rarity: For a unique work: availability over time. For a multiple: number of multiples and their availability over time.
- Aesthetic qualities. Personal appeal to the buyer. Aesthetics, largely subjective, nonetheless rest on a base of objective properties of the artwork, which are revealed under the conditions of observation.
- Originality: Degree of novelty in design, materials, and process.
- Authenticity: Degree of certainty of authorship.
- Craftsmanship: How well the piece is made.
- Provenance: The history of ownership.
- Condition: Current physical state relative to an assumed pristine state.
- Artist's reputation: Also called biography-as-value.
- Formal value: Determined by historical transactions.
- Suitability for purpose: The buyer's purpose.