



OUR FIRST ART COLLECTION

A PRACTICAL GUIDE TO BUYING WITH CONFIDENCE,
DEVELOPING YOUR TASTE AND BUILDING LONG-TERM VALUE.



UPSILON ENCOURAGES
COLLECTORS TO BEGIN
WITH GENUINE PASSION.
FINANCIAL RETURN, WHERE
IT FOLLOWS, IS A REWARD
FOR DISCIPLINED, LONG-
TERM THINKING, AND WE
ARE HERE TO GUARANTEE IT



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why collect art

Art transforms the spaces you inhabit. Living with works you love deepens your relationship with them over time — and with yourself.

YOUR FIRST ART COLLECTION



Personal Fulfilment

Enhances aesthetic pleasure and emotional expression.



Philanthropy

Supports artists and builds a lasting legacy.



Cultural Connection

Deepens appreciation for diverse cultures and personal identity.



Social Status

Elevates social standing and offers cultural patronage.



Social Engagement

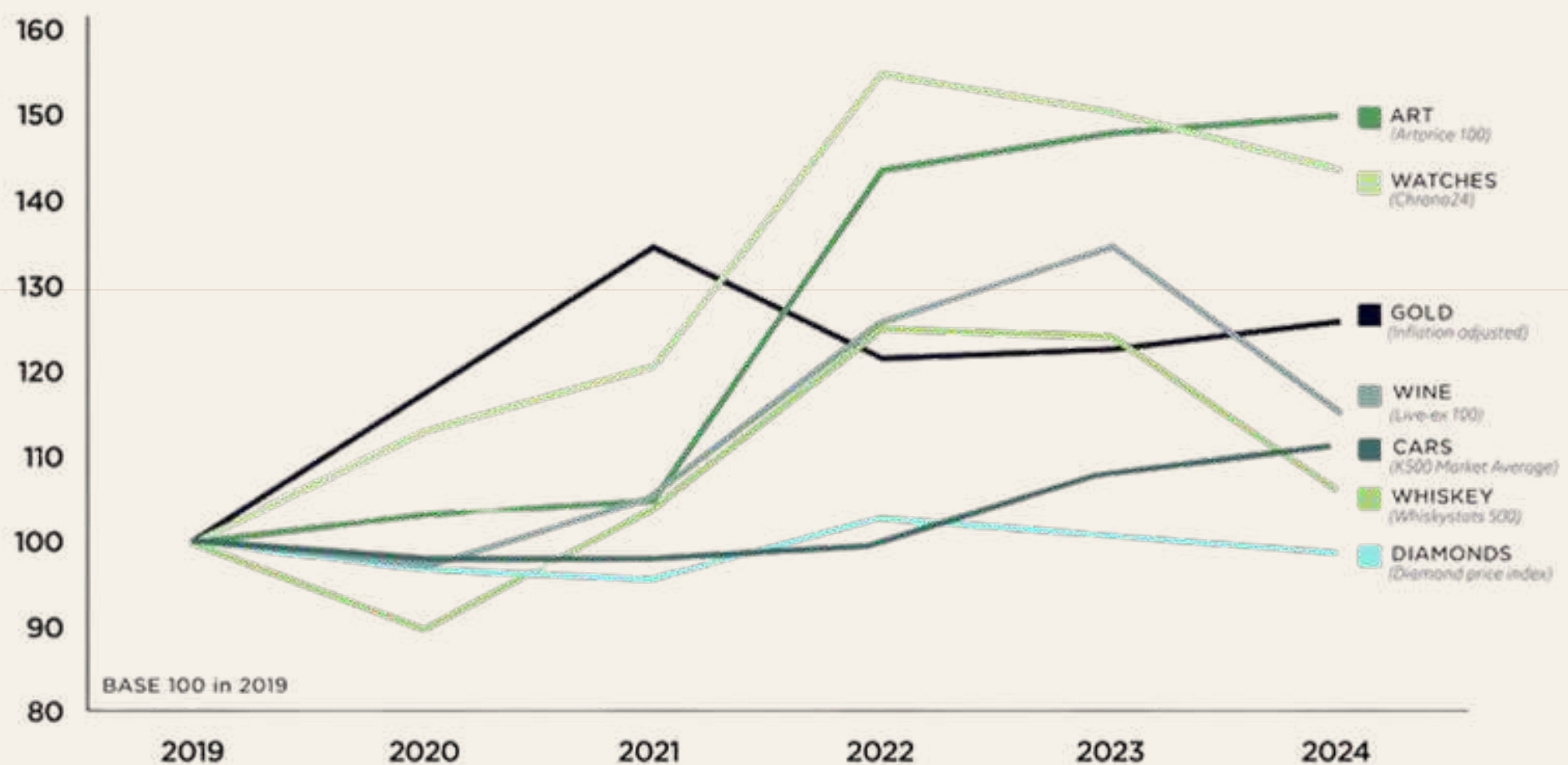
Fosters community building and networking opportunities.



Educational Growth

Enhances knowledge of art history and curatorial skills.

ALTERNATIVE INVESTMENTS PERFORMANCE SINCE 2019



Data from Artprice, Live-ex, Whiskystats 500, K500, Macrotrends, Diamondse.com & Chrono24

Fine art is more than an acquisition — it's a tangible asset that combines cultural significance, aesthetic enjoyment, and long-term value. Unlike traditional investments, exceptional artworks can be lived with, enjoyed daily, and passed on through generations while preserving and, in many cases, increasing their worth.

At **Upsilon**, we believe that successful art investment begins with exceptional works, rigorous research, and expert guidance. Our international network and market expertise allow us to identify opportunities that align with each collector's objectives, whether building a private collection, diversifying an investment portfolio, or creating a lasting legacy.

The Advantages of Art Investment

Portfolio Diversification – Fine art is an alternative asset whose performance is often less correlated with traditional financial markets.

Long-Term Capital Appreciation – Museum-quality works by established and emerging artists have the potential to appreciate over time.

Tangible Value – Unlike financial instruments, art is a physical asset that can be enjoyed while it appreciates.

Wealth Preservation – High-quality artworks have historically served as stores of value across generations.

Legacy & Estate Planning – Art collections become part of a family's cultural and financial heritage.

Personal Enjoyment – Investing in art means living with exceptional works that inspire, enrich, and reflect your identity.

Our Approach

Building Collections. Preserving Value. We provide independent, tailored advice throughout every stage of the acquisition process—from market analysis and artist selection to sourcing, authentication, valuation, collection management, and resale strategy. Our objective is to build collections that are both intellectually rewarding and financially resilient.

A large market rewards disciplined selection

\$59.6bn

GLOBAL ART SALES IN 2025

41.5m

TRANSACTIONS WORLDWIDE

76%

OF VALUE IN THE US, UK & CHINA

The opportunity is not simply "art appreciation." It is access to scarce works, disciplined underwriting and patient exits in a market where performance is highly uneven. Scale is concentrated; alpha is not evenly distributed.

2025

+4%

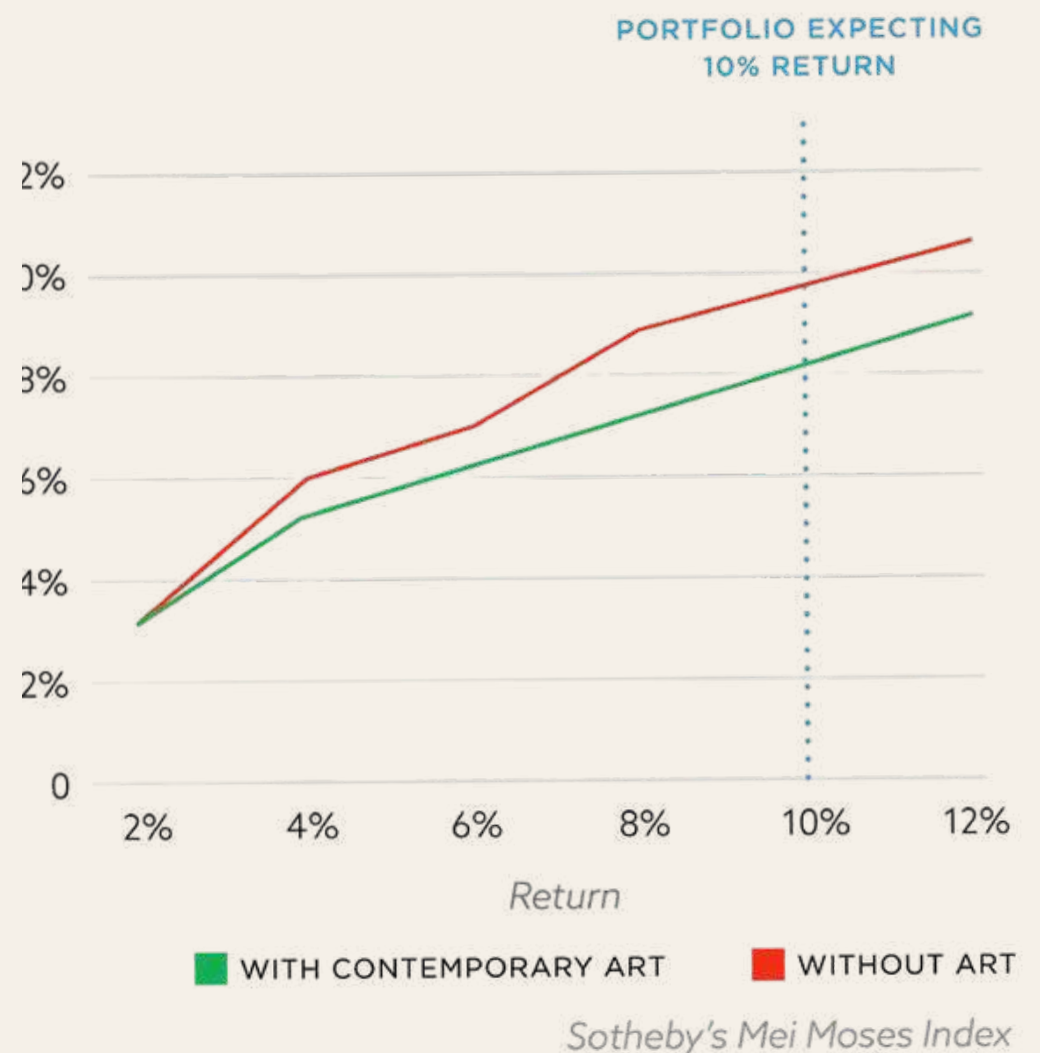
global sales growth





“In a portfolio with an expected return of 10%, the risk is reduced from 10% to 8% if the portfolio included art.”

Sotheby's



Investment is one benefit among many: Upsilon encourages collectors to begin with genuine passion. Financial return, where it follows, is a reward for disciplined, long-term thinking.

“90%+ of Wealth Managers recommend Including art in a balanced investment portfolio.”

what it means

FOR COLLECTORS



“ Global art-market sales reached \$59.6 billion in 2025, rising 4% year on year, while transaction volume increased 2% to 41.5 million. The market remained concentrated across the US (44%), UK (18%) and China (14%). “

The Art Basel and UBS Art Market Report 2026.

what type of collector are you

COLLECTOR PROFILES

Passionate Collector

0
1

Driven by love of art and aesthetic experience. Collects what moves them, building a personal world of meaning and beauty.

Tastemaker

0
2

Drawn to emerging voices and new directions. Collecting is an expression of identity, curiosity and cultural fluency.

Patron

0
3

Motivated by supporting artists and institutions. Collecting is an act of generosity, community and cultural stewardship.

Strategic Collector

0
4

Combines genuine passion with disciplined thinking. Focuses on quality, provenance and long-term significance alongside enjoyment.

Legacy Builder

0
5

Collecting with future generations in mind. Focused on enduring works that carry meaning, history and lasting cultural value.

Most collectors embody more than one archetype — and your approach will evolve naturally as your collection grows.

Collector's story

Herbert & Dorothy Vogel: A Collection Built with Passion

Source: [Smithsonian Archives of American Art](#)

Herbert Vogel was a postal worker and Dorothy a librarian. Beginning in the 1960s, they used their modest salaries to acquire small, affordable works by emerging artists they genuinely believed in.

Guided by curiosity rather than status, they built close relationships with artists and developed a focused collection of nearly 5,000 works—many kept in their one-bedroom New York apartment. Their collection later became an important public cultural legacy.



Herbert and Dorothy Vogel, photographed by Bernard Gotfryd, c. 1970–1990. Courtesy of the Library of Congress, Prints and Photographs Division

The Collector's Lesson : You do not need extraordinary wealth to begin collecting. Start within your means, develop your eye, and collect with consistency and conviction.

why it works

WHAT MAKES AN ARTWORK VALUABLE?

01 Quality & Artistic Merit

The intrinsic quality of the work — its technical execution, conceptual depth and originality — remains the foundation of lasting value. Works that demonstrate mastery or a distinctive vision command sustained collector interest.

02 Artist Career & Representation

Gallery representation, institutional exhibitions, critical recognition and auction history all shape an artist's market trajectory. A strong and consistent career narrative supports long-term value.

03 Provenance, Authenticity & Condition

A clear and documented ownership history, verified authenticity and excellent physical condition are non-negotiable. Works with prestigious prior ownership or exhibition records command meaningful premiums.

04 Rarity, Demand & Price Discipline

Scarcity relative to demand is a powerful driver of value. Institutional recognition — museum acquisitions, major survey shows — amplifies desirability. Acquiring at a disciplined price relative to comparable works protects your position over time.

Advisory note

: value factors are multifaceted and interdependent. Upsilon Gallery provides independent research and market analysis to support informed acquisition decisions at every level.

case study

Mariscotti: from \$10k to \$50k in four years

Oswaldo Mariscotti is an internationally recognised painter, printmaker, and sculptor whose practice spans over four decades. His work is defined by a rigorous and highly recognisable visual language rooted in geometric abstraction. Drawing from Suprematist principles, Mariscotti reduces form to essential structures — line, square, and colour — constructing a disciplined visual system that prioritises clarity, repetition, and conceptual coherence. His work operates within a lineage of geometric conceptualism, bridging historical abstraction with a contemporary global market context.

Value Creation Strategy

Early Institutional Anchoring: Established career with museum collections including the U.S. Department of State and UBS Art Collection

Consistent Gallery Representation: Long-term programme across New York, London, and Milan with structured solo exhibition cadence

Market Expansion: Transatlantic exhibitions and increasing exposure in Asia (China, Hong Kong, Tokyo pipeline)

Narrative Consolidation: Clear, repeatable visual language enabling strong brand recognition and collector confidence

Cross-Medium Practice: Expansion across painting, printmaking, and sculptural formats, supporting diversified collector entry points

400%

HEADLINE INCREASE •
\$10K IN 2022 TO \$50K IN 2026

49.5%

ANNUALISED RETURN • OVER
THE FOUR-YEAR HOLD PERIOD

* Prices of standard-sized paintings 91.4 × 91.4 cm (36 x 36 in.)





what you need

HOW MUCH DO YOU NEED TO BEGIN?

01 Under £5,000

An ideal entry point for emerging artists, limited-edition prints and works on paper. Explore degree shows, online platforms and gallery open studios to develop your eye without overcommitting.

02 £5,000 – £25,000

Access original works by represented emerging and mid-career artists. Gallery relationships become meaningful at this level, and considered acquisitions can anchor a coherent collection.

03 £25,000 – £100,000

A range that opens secondary market opportunities, established artists with exhibition histories and works of genuine institutional quality. Due diligence and advisory support become essential.

04 £100,000 and above

Blue-chip and museum-quality works, significant provenance and long-term portfolio thinking. At this level, collection strategy, tax planning and professional stewardship are strongly recommended.

Collector note

: budget defines your starting point, not your ambition. Many of the world's most compelling collections were built incrementally, with patience and a consistent point of view.

let's grow yours

How to make your first acquisition

-
- | | | |
|----|-------------------------------|--|
| 01 | Define your motivation | Clarify why you want to collect — emotional connection, cultural engagement, supporting artists, or long-term value. Your motivation shapes every decision that follows. |
| 02 | Set your budget | Establish a realistic spending range, including buyer's premiums, framing, insurance, transport and installation. Factor in ongoing costs from the outset. |
| 03 | Research and discover | Visit galleries, fairs and studios. Study artists whose work resonates with you. Understand their career trajectory, gallery representation and exhibition history. |
| 04 | Conduct due diligence | Verify provenance, authenticity and condition. Review certificates, exhibition records and any prior sale history. Seek independent expert advice where appropriate. |
-



what we do

HOW UPSILON SUPPORTS YOUR JOURNEY



END-TO-END MANAGEMENT

From providing specialist knowledge and advice to guiding you through the sales process, your dedicated Art Investment Advisor will provide expert guidance at every stage of your investment journey.



TRANSPARENT FEES

As a performance-driven business, the compensation of Upsilon is structured according to investment returns.



PRIVILEGED ACCESS

With deep industry expertise and connections, our team has unparalleled access to the Contemporary art world and are dedicated to sourcing the highest-quality investment art for our clients.



PROPRIETARY RESEARCH

Upsilon's in-house Research, Data & Analytics team and industry specialists have designed and executed exhaustive investment research for each potential artwork and applied insider knowledge for the benefit of every client.

A dedicated framework built around you, from the first conversation to long-term collection

Upsilon Circle



Upsilon Circle is an exclusive membership programme designed to be a private international cultural community.

Our ambition is to establish Upsilon Circle as a leading private cultural membership, where contemporary art becomes the starting point for a broader dialogue between creativity, education, business and lifestyle.

By bringing together artists, collectors, institutions, brands and professionals, Upsilon Circle aims to create a sustainable cultural ecosystem that generates lasting value for its members.

Indeed, one of the key strengths of Upsilon Circle is the creation of a curated network of partners that share the Gallery's values of excellence, culture and innovation.

More than a traditional membership, Upsilon Circle offers privileged access to contemporary art, design, culture, wellbeing and networking, creating an active community throughout the year for collectors, professionals and art enthusiasts. Members are encouraged not only to attend events, but also to contribute ideas, build relationships and actively shape the future of the community.

Inspired by the membership models of leading international institutions, lifestyle opportunities, fostering meaningful relationships between art, business and creativity while maintaining the unique identity of Upsilon Gallery.

Rather than offering simple commercial discounts, partnerships are designed to create exclusive opportunities, strengthen relationships between members and expand the cultural ecosystem surrounding Upsilon Gallery.

Upsilon Gallery operates internationally through its spaces in New York, London and Milan, and soon in Hong Kong, creating opportunities for members to connect with collectors, artists, galleries and institutions beyond.

The ambition is to build a community that extends far beyond the walls of the gallery, encouraging international dialogue and long-term cultural relationships.

ARTE
CONCETTUALE
E SPAZIO

ARTISTE ITALIANE
E LANCIO DI CONTEMPORANEITÀ

RICORDO DEL
E SPAZIO DI

**UPSILON CIRCLE IS
BEYOND A
MEMBERSHIP.
IT IS A COMMUNITY.
A PLACE WHERE
ART BECOMES PART
OF EVERYDAY LIFE.**



who we are

Upsilon Gallery was founded in 2016 in New York City by Marcelo Zimmmer. Over the past decade, the gallery has expanded internationally, opening locations in New York City, London, and Milan, as well as establishing collaborations across Europe and Asia.

This growth reflects the gallery's mission to foster an international dialogue within the field of abstract art. Inspired by the Greek letter "Upsilon," the gallery symbolizes a deep respect for history and cultural layering, expressing a commitment to exploring the dynamics and fundamental principles of abstract art.

The gallery presents the work of artists who have played a key role in shaping its identity over the years and who serve as a source of inspiration for Upsilon's diverse activities in the fields of art, publishing, research, and technology. Upsilon Gallery specializes in post-war and contemporary international art, aiming to highlight innovative perspectives and with approaches, with particular attention to the rediscovery of overlooked artists within a broader historical framework. The gallery offers a content-rich platform designed for both first-time collectors and experienced audiences, maintaining a critical yet accessible and welcoming approach.

Since its foundation, Upsilon has stood out for an independent and distinctive vision, driven not by market trends but by rigorous research and a commitment to innovation. Upsilon is a multimedia entity that integrates new technologies to provide high-level services across both physical and digital channels. As an important publisher of art prints, the gallery collaborates with prestigious print studios to introduce new voices into the contemporary graphic art landscape.

Today, Upsilon has three main locations: in New York City at 23 East 67th Street; in London at 64 Grosvenor Street, Mayfair; and in Milan at Via Gastone Pisoni 2. Each location hosts an annual program of 6–8 exhibitions. Upsilon also maintains a private appointment-only space at 146 West 57th Street in New York, dedicated to its longstanding print publishing program, as well as an operational office in Miami.



4

GLOBAL
ART
CAPITALS

30+

COUNTRIES
WITH
ACTIVE
COLLECTORS

100+

EXHIBITIONS
CURATED
WORLDWIDE

50+

INSTITUTIONAL &
LUXURY
PARTNERSHIPS

CONTACT

Book Your Private Collector Discovery Session

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MILAN



Hong Kong

(Coming soon)

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