

**HECTOR DIAZ**

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Art collecting

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## Philosophy and Vision

Héctor Díaz has a unique perspective on art collecting, viewing it as both a personal passion and a sophisticated investment. He emphasizes the importance of deep knowledge about the art and artists, urging collectors to educate themselves thoroughly about the works they acquire.

Díaz also sees the role of the art dealer as crucial in guiding collectors, not just in acquiring valuable pieces but in helping them build cohesive collections that reflect their interests and personalities. He often highlights that the best collections are those built over time, with patience and discernment, rather than those assembled quickly for investment purposes alone.



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For him, investing in art is a practice that combines cultural and aesthetic appreciation with an informed and responsible financial strategy.

His approach is based on the creation of a cultural legacy and the construction of a diversified portfolio that reflects both artistic value and the potential for economic growth.

## 1. Intrinsic value and sustainability:

**Lasting value.** The true value of a work of art lies in its quality, originality, and cultural relevance. An investment in art should be based on these aspects, as they are the ones that will maintain their value over time, regardless of passing fads or trends.

**Long-term sustainability.** Díaz promotes the idea that investments in art should be long-term, focusing on works that, due to their artistic and cultural value, will have continued relevance and will be appreciated over time. This perspective discourages impulsive purchases of works solely for speculative reasons.

## 2. Portfolio diversification:

**Diversified strategy.** Díaz recommends acquiring works by mid-career and established artists.

Although art can be a valuable financial investment, in his opinion, it should not be the only form of investment, but should complement other assets.

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**Lower volatility.** Compared to other markets, such as stocks or real estate, Díaz points out that the art market tends to be less volatile, which can make it attractive to investors seeking long-term stability.

### 3. Informed purchase:

**Knowledge and education.** Successful investment in art requires a deep understanding of both the market and the artist.

Collectors should educate themselves about art history, artist trajectories, and market dynamics before making significant acquisitions.



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**Professional advice.** Héctor Díaz is a seasoned advisor with extensive experience in the primary market, ranging from artist studios to international auctions, offering personalized guidance on which works have long-term appreciation potential and how to navigate the complexities of the market.

## 4. Impact and responsibility:

**Social and cultural impact.** Investing in art entails a responsibility to the art community. By supporting artists through acquisitions, collectors help sustain creativity and cultural development, which has value beyond financial return.

## 5. Global vs. local market:

**Balance between the global and the local.** Díaz promotes a balanced approach that considers both the global and local markets. While large international auctions can offer opportunities for significant investments, he also sees great value in supporting local artists, whose recognition and appreciation could grow over time.

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