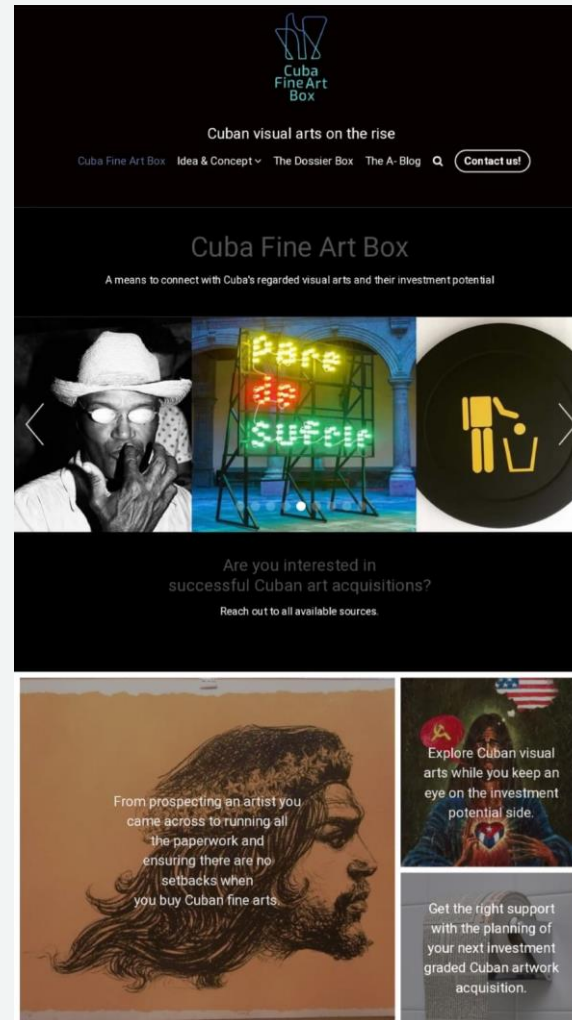


CUBA FINE ART BOX

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Cuban visual arts on the rise



Cuba Fine Art Box supports collectors of Cuban arts by delivering them a **full-array service concept** that solves the **lack of standardized and wide-range Cuban fine art consulting services** (legal, financial, authentication, etc.). **Cuba Fine Art Box** makes money by charging customers (the buyer) an initial flat fee (discounted toward the final sale price) for covering all the essentials throughout the entire process of **planning, execution and closing** of a Cuban fine art acquisition, plus a **commission sale fee** (on the seller side of the transaction).

Mission: to provide **collectors** with a comprehensive management system in which the **client** can access to the right **instances** and **authorities** in **Cuban art** and stay in control of the venture.



In its core, **Cuba Fine Art Box** targets the retreating of an old practice: the lack of coherence of Cuba's fine arts in relation to the international art market.

Vision: to be for **collectors** the ultimate **access point** to notable acquisitions of Cuban fine arts.

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To collectors, the benefits are:

- A **full-array service model** that covers all the client's/ collector's needs during a Cuban fine art acquisition, a process for which the customer has full backup thanks to:
- a **dedicated specialist in Cuban art** (a critic or curator, art expert, academic scholar, gallerist, etc.) who will act as a **Project Manager** in charge of the **planning, execution, and closing** of every service or task requested, a process in which the specialist manages the different sources of authority and resources necessary to fulfill the needs of the client who at the end of the process is credited with:
- a **support document** for the investment in Cuban art. The analysis will look into relevant data regarding categories such as current valuation and market projections, auction and collection records, artistic merit, etc. In addition, the client receives full assistance during all stages of the transactional act of acquiring a Cuban fine artwork.

The problem

- **Accessing to authority sources** is a must for **collectors** aiming to invest in Cuban fine arts.
- **The consulting services (legal, financial, authentication, etc.),** are dispersed and disconnected, which deprives **collector** of **a comprehensive and standardized management system** to support the needs related to the **commercialization of Cuban visual arts**.
- **There is no a system to interconnect and satisfy in full the collectors' demands** , since in the Cuban setup there are niches of defragmented operations, in which the instances involved transit outside the standards, scope and approaches that nowadays demands **the international art industry** in terms of **fine art commercialization**.

The solution

CUBA FINE ART BOX is an online startup platform in which the **collector / client** benefits from:

1 - A full-array service model that covers all the **client's/ collector's** needs during a Cuban fine art acquisition, process for which the customer has full back up thanks to:

2- a dedicated specialist in Cuban art (a critic or curator, art expert, academic scholar, gallerist, etc.) who will act as a **Project Manager** in charge of the **planning, execution and closing** of every service or task requested, process in which the specialist manages the outsourcing of different instances of authority and resources necessary to fulfill the needs of the client who at the end of the process is credited with:

3 - a **support document** for the investment in Cuban art. The analysis will look into relevant data about categories such as: **current valuation** and **market projections, auction and collection records, artistic merit, etc.**

In addition, the client receives **full assistance** during **all stages** of the **transactional act of acquiring a Cuban fine art work.**