

## **Lorenz Helbing (ShanghART, Shanghai and Beijing) joins the Art Advisory Board of Prime Art Funds**

London, 12 June 2008: Prime Art Management Ltd. is pleased to announce the appointment of Lorenz Helbing to its Art Advisory Board.

Mr Helbing is the owner and founder of ShanghART ([www.shanghartgallery.com](http://www.shanghartgallery.com)). Started 1996 in a hotel walkway in Shanghai, ShanghART has over the course of the past decade acquired a substantial reputation for artistic innovation, integrity and high quality in dealing with contemporary Chinese art. It today occupies four exhibition spaces in Shanghai and Beijing and counts among the most important and innovative galleries in the world.

The Art Advisory Board provides Prime Art Management Ltd. with an independent source of art and gallery expertise. It actively supports the fund in building its gallery network, and helps us uphold the highest quality standards in our acquisitions. The board also advises the fund in cases where a gallery seems to have outstanding promise but does not yet fully meet the econometric criteria for network membership.

### About PRIME:

PRIME is the only art fund investing exclusively in young artists with little or no track record. A proprietary econometric system allows the fund to forecast future price and liquidity developments in the absence of past market reactions to an artist's work.

PRIME is a gallery-friendly fund. It has no connection to the auction market, the biggest single threat to a gallery's control over placement and appropriate pricing in the first stages of an artistic career. In contrast to all existing art funds, the interests of PRIME are tightly aligned to those of its partner galleries, their artists and serious collectors. The fund buys from and sells only through its galleries and helps keep a significant fraction of their stable's artistic production from escaping into the secondary market. PRIME is interested only in the most courageous, innovative young art the global market has to offer. It has no geographic preferences and endorses all artistic media.

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PRIME is managed by Prime Art Management Ltd, London ([www.primeartfunds.com](http://www.primeartfunds.com)). If you would like more information about this topic, or to schedule an interview, please send an email to [estelle.currat@primeartfunds.com](mailto:estelle.currat@primeartfunds.com).