

Media Release

28 August 2024

“art.power(s).wealth” (kunst.macht.geld) New Special Exhibition at the Swiss Finance Museum

How does the art market work? How does the formation of prices in this market take place? What and who influences the value of artworks? The new special exhibition “art.power(s).wealth” (kunst.macht.geld) at the Swiss Finance Museum in Zurich-West shows from Friday, August 30 how the art market has developed and what parallels there are with the financial market.

At first glance, the special exhibition “art.power(s).wealth” (kunst.macht.geld) looks like an art exhibition. Canvases where you can look at and through. However, the exhibition focuses on the market, power and money. Because art is not just pure aesthetics, the spotlight of the special exhibition is on the financial side of the art market.

A lot of money flows in the art market; sometimes considerable sums are involved. Art deals with money on various levels: for example, as an investment vehicle for private investors, as an investment for collections or museums. While art has increasingly become an attractive investment in recent years, it has always been clear to collectors that art has value - both material and immaterial. This does not necessarily correspond to the price of art.

The exhibition sheds light on the diverse interrelationships between art and finance and their development - particularly in painting. It shows what roles the various parties play in the market, what parallels there are with the stock market and how art influences the economy, and the economy influences art. The exhibition also looks at important trends of recent years (including the digitalization and tokenization of the market) and addresses the darker side of the art market.

The special exhibition n “art.power(s).wealth” at the Swiss Finance Museum can be visited until summer 2026. At the same time, the existing permanent exhibition can still be viewed. It brings to life the origins of the global economic system as well as the role of the stock exchange and the history of the Swiss financial center.

Further information and documents:

- Pictures of the exhibition: [The Museum \(finanzmuseum.ch\)](https://www.finanzmuseum.ch)
- Multimedia smartphone audio app: [Audioguide \(finanzmuseum.ch\)](https://www.finanzmuseum.ch)

If you have any questions, please contact Julian Chan, Deputy Head Media Relations.

Phone: +41 58 399 2508

E-mail: pressoffice@six-group.com

Swiss Finance Museum

The Swiss Finance Museum is the first and only museum of its kind in the banking nation of Switzerland. It houses a multimedia exhibition on the fundamental significance of the financial market and its infrastructure for our everyday life, and illustrates the origins of our economic system. It focuses on stock exchange trading, the capital market, financial instruments and payment transactions. The museum is run by the foundation Collection of Historical Securities, a charitable foundation established by SIX in 2001. The foundation owns one of the most significant collections of historical securities worldwide with some 10,000 securities from more than 150 countries. The highlights of this collection are exhibited in the museum.

www.finanzmuseum.ch

SIX

SIX provides and operates stable and efficient infrastructure for the Swiss and Spanish financial centers, thus ensuring access to the capital markets and the flow of information and money between financial market players. As a global provider of financial information, SIX delivers high-quality reference, pricing, corporate actions, and ESG data and provides regulatory services and indices to clients around the world. The company is owned by its users (more than 120 banks) with a workforce of 4,160 employees and a presence in 19 countries.

www.six-group.com