

Press Release

Generali enters the British art insurance market with the launch of ARTE Generali services

- **Consistent expansion into new markets – The London launch is the sixth after the establishment of ARTE Generali GmbH in 2019**
- **Anna Maria Amato is responsible for Generali's fine art business in the U.K., focusing on institutional and commercial Fine Art clients and exhibitions**
- **Unique digital services simplify and accelerate the underwriting process for distribution partners and support large collections in managing their inventories**

Munich, 26/05/2023 – Following the successful launch of ARTE Generali GmbH in 2019 and the establishment of art insurance capabilities in Germany, France, Italy, the United Arab Emirates and Austria, Generali has announced the launch of its fine art services in the United Kingdom. With this step, ARTE Generali is consistently following its strategy of sustainable expansion to countries in Europe, North America and Asia.

ARTE Generali is a specialist in art insurance, operating as part of Generali's Global Business Activities. The company places art collections at the center of its innovative approach to provide insurance solutions and services with the aim of protecting works of art and their surroundings.

Anna Maria Amato will be responsible for the business in the UK as Head of International Underwriting and Exhibition. In addition to her expertise in the art market, Anna Maria has more than 20 years of experience in the international art insurance market at Lloyd's, Lockton and WTW. She will be operating out of London.

Jean Gazançon, CEO of ARTE Generali: *"I am very pleased and proud to inaugurate our London presence today with Anna Maria in the lead. Our strength is our consistent focus on the needs of the art insurance market, unique underwriting expertise, specialized services and innovative digital tools that support our distribution partners and customers in their businesses. In cooperation with Generali's carriers, we are able to deliver a competitive and differentiated value proposition."*

ARTE Generali has developed an innovative toolkit that is constantly evolving, sustained by expertise and passion for the arts. It offers a comprehensive range of insurance products for private and institutional clients, from commercial organizations to exhibitions.



Digital technologies and applications for interacting with business partners and customers are as much part of the service range as are the connected teams of experts to help customers secure and manage their art collections and physical assets.

ARTE Generali ProCollect³ simplifies management of insured art collections

ARTE Generali ProCollect³, in partnership with SpeakART, is going to launch a digital solution for the insurance management of ART objects, which can be shared among clients, brokers and insurance companies. The tool allows users to create and manage insured collections (permanent / temporary) of objects integrated with an advanced collection management system. The flexible, collaborative and user-friendly web platform supports the creation of collections, related certificates, insurance inventories, condition and status reports. All functionalities are interlinked and made easily accessible to stakeholders through a delegation and invitation system.

Access to a specialised service area created for brokers accelerates and simplifies underwriting processes

To enable sales partners to concentrate on their core competence, advising their customers, ARTE Generali's digital services support their daily work in an area created especially for them. This service is aimed at both specialised sales partners and partners with little experience in insuring art objects. A dynamic questionnaire leads to an initial screening at the customer visit in order to shorten long discussions at the customer's premises and to be able to assess the risk. In addition, the ProCollect³ platform is made available to partners for their clients.

The ARTE Generali app covers all art-related needs - in cooperation with AI specialist Wondeur, the app sets with My Art Market Trends a new digital standard in the art market

ARTE Generali uses the latest technological innovations to simplify complex and time-consuming processes for its customers. These include an online evaluation service from art experts, a virtual gallery with instant access to professional concierge services, and a filing system for all relevant documents.

Collectors and art enthusiasts can learn more about the of contemporary artists with the My Art Market Trends tool, powered by Wondeur's AI technology, which delivers the art community the information it needs to better understand developments in the art world. This feature provides instant access to data that reflects an artist's career, such as exhibitions, collections, acquisitions and publications. The tool analyses how these events are connected to make predictions about possible future prospects for artists and their work.

<https://artegenerali.com/en-gb/media-page#media>

ARTE Generali

Inspired by almost 200 years of passion for art, ARTE Generali offers specialized insurances for art collections, valuables, household and property portfolio. Our personalized solutions for private and institutional art collectors, commercial institutions and exhibitions are supported by cutting-edge services and digital tools. The teams of ARTE Generali GmbH have a solid background in Underwriting Insurance Fine Art risks and managing related claims with senior experts, who have more than 20 years of experience in the specific sector.

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