

AMMA and Larry's List announce collaboration /  
**PRIVATE ART MUSEUM REPORT – A Very First Global Study on  
Private Contemporary Art Museums**



Image Source: Long Museum



**President of Artron.net  
Yu Guan**

“Only within a few years in China, private museums established by collecting institutions or collectors have become an important power in art popularisation and art education, and the influences are becoming increasingly notable. Chinese private museum continue to strengthen their position and role in the art world through perpetual effort to learn from their practices. This is the developing situation of the Chinese art market, and it is also the interesting point of historical stage. By investigating into private museums on a global scale, AMMA together with collector research institution Larry’s List truly hope to record and reflect the truth of this developing stage as well as provide more valuable information by comparison”

“As China hosts one of the most dynamic scenes in regard to private museums, this study will aim to provide a major focus on China. Therefore, we are more than happy to cooperate with AMMA, which has the highest level of expertise in art market research”



**Co-founder of Larry's List  
Christoph Noe**

On a global scale, private collectors are opening private museums and are making their art collections accessible to the public. To date, there are more than 400 venues in the world such as in the United States, Germany, China and South Korea, which are among the top leaders in the rankings.

In this case, after nearly four months of preparation, Larry’s List and Art monitor centre of Artron (AMMA) will start conducting research for “PRIVATE MUSEUM REPORT” on 1st June, 2015, and expect to release the report in January 2016.

In addition to the existing data provided in the Larry’s List database, AMMA and Larry’s List will deepen the research and conduct interviews and questionnaires with museums all over the world: discovering the stories behind, mapping out the private museum landscape, providing insight into the motivations of museum founders, sketching historical developments and discussing today’s challenges.

In preparation to the release, Larry’s List will publish a number of interviews with museum founders that will also be available in Chinese via Artron’s webpage from 27th May, every Wednesday.

#### About AMMA

The world leading data analysis center on the Chinese Art Market. AMMA (Art Market Monitor of ARTRON) is a research center committed to Chinese art market monitoring and analysis, and it is a subsidiary of ARTRON ART & CULTURE GROUP.

It concentrates on the data monitoring, analysis and investigation of Chinese art market, return of art investment, and artwork valuation consultation service.

AMMA’s research is based on the powerful “Artron Chinese Artworks Database”, which not only records over 4,300,000 Chinese artworks auction results from over 19,000 sales (out of 900 auction houses) since 1993, but also includes information of gallery, antique, exhibition and artist.

#### About Larry's List (LL)

Larry's List is the leading art market knowledge company providing data, research and access to contemporary art collectors.

Larry’s List’s art collector database contains over 3,000 profiles of art collectors from more than 70 countries.

Larry’s List has conducted dozens of talks with international art collectors such as Dakis Joannou, William Lim, Deddy Kusuma and Ramin Salsali discussing their story, motivations and collecting approach. In December 2014, Larry’s List published the “Art Collector Report 2014”, the most comprehensive study on contemporary art collectors worldwide.

Larry’s List was founded in 2012 and is backed by world-leading art collectors. The company is headquartered in Hong Kong.

For further information: <https://www.larryslist.com/press/>  
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