

CHRISTOPHER THOMAS SHAKE

ART MARKET STRATEGY CREDENTIALS

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CHRISTOPHER THOMAS SHAKE



MISSION STATEMENT

I have an exceptional track record of directly solving the core challenges of early-stage companies and complex curatorial and creative projects. My focus in the art market has always been centered on innovation and authenticity helping my clients to stand out in an intensely competitive marketplace.

My mission is to bridge the gap between art and economics, creating opportunities for art market entrepreneurs and patrons to engage at the intersection where commerce meets culture.

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CHALLENGE

The art market operates unlike any other industry. Despite its cultural significance, it is relatively small compared to other markets trading in high-value assets. It's extremely difficult to understand value dynamic if you are not an insider.

Power and decision making is highly concentrated in the hands of few art market participants, often leading to asymmetrical advantages and potential loss of value for investors, especially new entrants.

Even some of the world's most accomplished business leaders, wealthy individuals, and corporations have struggled to navigate the art world successfully. The reason? A lack of understanding of the market's intricate and often opaque nuances.

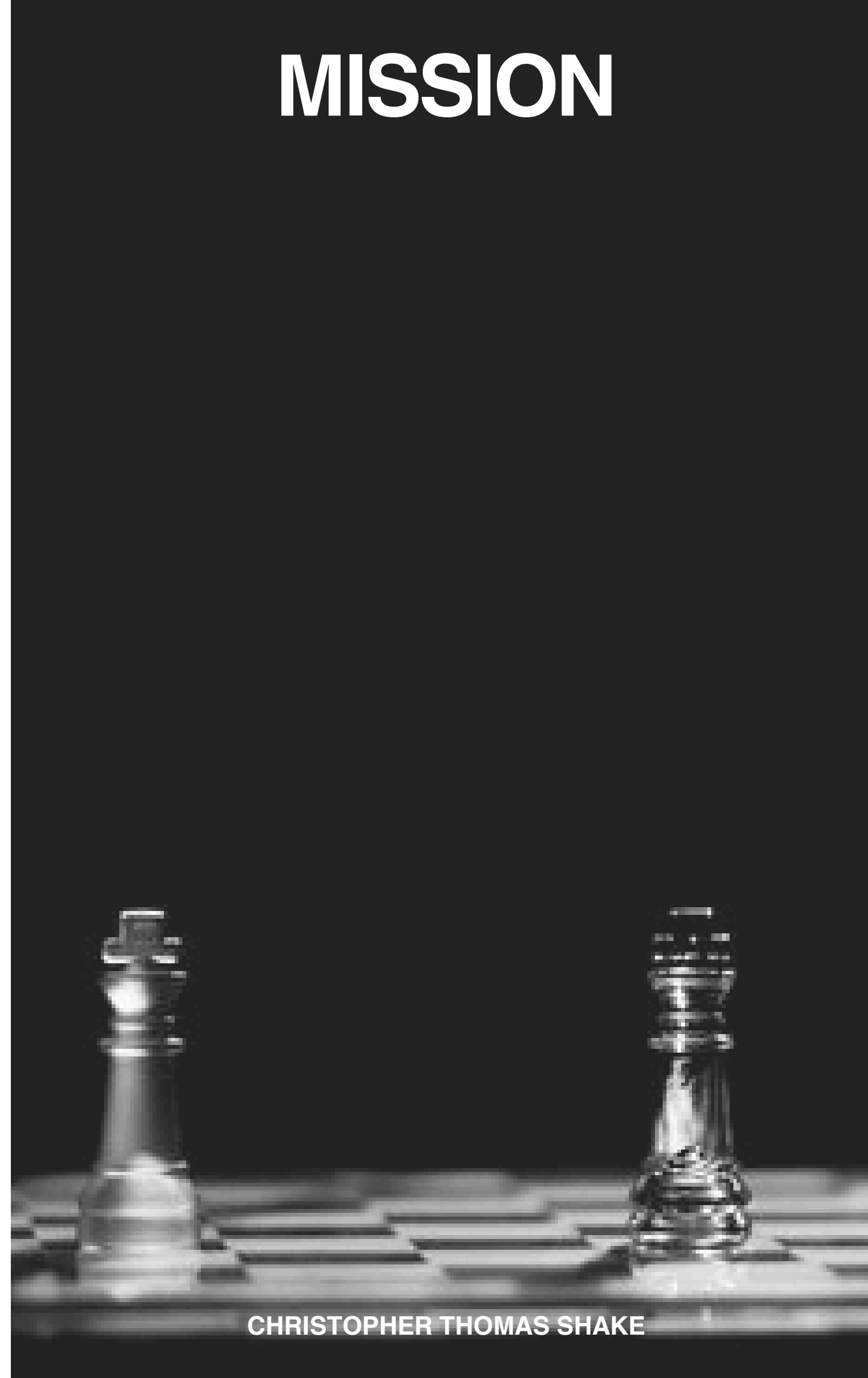
MISSION

SOLUTION

Due diligence is the cornerstone of every successful art market transaction. When the correct sequence of steps is followed, acquiring art as an asset, or a cultural investment becomes a clear and manageable process.

Winning in the art market requires recognising that it is an unconventional economic system. Understanding the economic incentives of key players and identifying trustworthy partners is crucial for sound decision-making.

The inefficiencies of the art market are not obstacles but opportunities. Leveraging these inefficiencies strategically is essential to capitalising in art. Successfully navigating the nuances of the market demands experience, relationships and strategy.



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MISSION

IN ACTION

DATA

FAIR MARKET VALUATION
INSTITUTIONAL ACTIVITY
AUCTION RESULTS
UPCOMING AUCTIONS
PRIMARY MARKET PRICING
COMMERCIAL DEALER ACTIVITY

STRATEGY

BASED ON TASTE
CLEAR INVESTMENT GOALS / BUDGET
AUCTION TIMELINES
ART FAIR CALENDAR
BUYING & SELLING BY REGION
BUYING & SELLING BY TIMELINE

DEPTH

ECONOMICS OF ART NEWSLETTER
DEEP DIVE MARKET ANALYSIS
ART MARKET REPORTS
TRUSTED PROFESSIONAL NETWORK
PUBLIC SPEAKING
ESSAYS

AUTHENTICITY

AUTHENCATION OF WORKS
ART PREFERECES EXERCISE
EDUCATIONAL DEVELOPMENT
TAILORED PROGRAMMING
COLLECTOR FRAMEWORKS

RELATIONSHIPS

AUCTION SPECIALISTS
COLLECTOR NETWORK
INFLUENCER NETWORKS / CURATORS
INSTITUTIONAL PLAYERS
GALLERIES & PRIVATE DEALERS

CURATION

UNDERSTANDING COLLECTION VALUES
WHY? ANSWERED
PROTECTION OF CULTURAL OBJECTS
DEVELOPMENT OF TASTE
CHANGING TASTE OVER TIME



GALLERIES

UNIT | 2015 - 2018

SYSTEMS CRM & INVENTORY

Unit Gallery was a start-up operation with chaotic systems and processes. After first revenue, we streamline its operations to support rapid growth in transactions and Human Resources. We implemented Sales Force (which we dropped quickly) and Artlogic CRM and an inventory management system that tracked artworks, client relationships, and sales data. This improved efficiency and speed when dealing with prospects.

SOCIAL MEDIA INNOVATION

Ahead of its time in leveraging social media, we partnered with Avante Art to create a dynamic exhibition that resonated with collectors and art enthusiasts around the world. These strategies amplified the gallery's reach, attracting a broader audience and were covered in the Financial Times and NY Times.

SALES PROCESS TRANSFORMATION

Understanding the importance of a structured sales approach, I formalised a comprehensive sales process tailored to the gallery's needs. I delivered hands-on training to junior staff, empowering them to execute with precision and close significant deals as well as business development resulting in £300K consistent monthly revenue.

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HOFA

GALLERIES

HOFA | 2018 -2020

SYSTEMS INTEGRATION

Led the transformation of operational systems across London, LA, and Mykonos, introducing new tech and phasing out outdated ones. This included connecting marketing & sales platforms, streamlining inventory management, and integrating exhibition planning with customer and prospect tracking in CRM. These decisions unified operations across locations, improving efficiency and enabling seamless collaboration.

SCALING PHYSICAL & DIGITAL

Spearheaded the opening of three gallery locations, including two in Mayfair and one in West Hollywood, totalling over 8,700 sqft. Aligned locations with luxury business networks and HNWI buyer lists. Connected multiple digital platforms to measure and optimise sales and marketing efforts, driving revenue growth of up to £400k monthly and approx \$10M over 24 months.

HR / TRAINING

Recruited & trained a small high-performing team, hiring key talent who continue to drive the business's success. Drawing on prior experience, brought in artists who significantly increased both top-line and bottom-line growth. Through tailored sales strategies and hands-on coaching, I trained existing and new staff, enabling the team to achieve record-breaking revenues.

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METAMORPHOSES

"I intend to speak of forms changed into new entities" begins the opening invocation of Ovid's classical poem Metamorphoses. The epic work speaks to the inherent tensions of art and nature, of reality and illusion, as illustrated by dramatic, mythic and sometimes absurd transformations: from human to animal, from living being to inanimate object, changes of colour, changes of sex. Some transformations are literal; others are implied, or 'meta.' But one fact remains constant: to live is to experience change, to cause change, to create change.

With our show Metamorphoses, Neon Gallery intends to present a broad spectrum of thought-provoking works that reflect and shine a light on these dynamic and often opposing forces of metamorphosis that act to create, evolve and define the very nature of society and human existence.

www.neonartgallery.com
[@neon_artgallery](https://www.instagram.com/neon_artgallery)

GALLERIES

NEON | TSIVRIKOS SHAKE | 2020 - 2022

NICHE IN SUPERPRIME DEALS

During the pandemic, leveraged the perception of an economic downturn and secured prime gallery spaces on Bond Street, Oxford Street, Piccadilly, and Soho Square. These locations attracted high-quality walk-in traffic without the typical costs. By negotiating low rent and business rates, we maintained strong profits and abundant leads, while securing participation in ZonaMaco as an unknown gallery under two years old.

LOW RISKS - HIGH REWARDS

With a small personal investment and a bank loan, we capitalised on the perceived economic downturn. Pop-up shows, a partnership with an ex-Christie's specialist, and creative contests brought emerging talent and boosted brand visibility. These strategies expanded the brand's reach and provided valuable insights into the emerging market.

SALES PROCESS

We generated over £1M in sales during COVID through 92 transactions, focusing on high-margin emerging artists. By targeting Central London traffic, online collectors, and industry networks, the project achieved a 3000% ROI while providing a fair market MD salary.

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GALLERIES

GENERAL ASSEMBLY | 30 DAY SPRINT

SALES & MARKETING OVERHAUL

Performed a full audit of marketing, sales, and commercial strategy, uncovering the key barrier to sustainable growth: underperforming lead generation systems. In 30 days, increased qualified leads by 5X and built a unified, measurable qualification framework. Wrote and documented a new sales process, including follow-up strategy, artwork objection handling, and timelines for moving leads through each stage. Segmented a master list into customer categories, converting a previously “unwanted” category into cash flow.

AUTOMATION & SYSTEMS

Integrated Monday.com, Mailchimp, Zapier, Artlogic, and other tools to automate onboarding, follow-up, and client communications allowing the same team to manage higher lead volumes without adding sales headcount. Consolidated all activity into a single performance dashboard with real-time, actionable data.

SYSTEMS & PERFORMANCE

Built a clear, repeatable sales pipeline for online and in-gallery sales, supported by competitive advantage (which we clearly defined and communicated), targeted offers, and problem solving. Empowered the team to follow up consistently, close more deals, and significantly increase conversion rates laying the foundation for sustainable revenue growth.

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GALLERIES

SHAKE GALLERY | 2023 - 2024

COMMISSIONED BY NORTHARCE

In collaboration with Northacre, we curated a public realm project at The Broadway, between Victoria and the Houses of Parliament. The initiative transformed a prime street-facing unit into a high-concept pop-up gallery with 4 exhibitions, public talks, and artist-led events. It elevated the cultural tone of the development and showcased how art can drive engagement.

PRIVATE COLLECTION EXHIBITION

We invited our private collector network to share rarely seen works by George Condo, Damien Hirst, Robert Longo, El Seed. By blending institutional-level curation with personal stories, we gave the public rare access to blue-chip art, outside traditional museum settings. The result was an intimate cultural experience that sparked curiosity across diverse audiences.

PUBLIC REALM

Over 8 months and 4 exhibitions, we welcomed thousands of visitors, families, students, professionals, creating an intimate space for the public to engage with art like a collector. For Northacre, it added cultural value, boosted footfall, and helped attract premium tenants. For the public, it proved how thoughtful curation can enrich a neighbourhood and transform a development into a destination.

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SHAKE GALLERY

SHAKE GALLERY

OPENING TIMES
MONDAY — SUNDAY
10.00 — 18.00

@shake.gallery
shakegallery.com

SHAKE GALLERY
ADAM BALL

SHAKE GALLERY
ADAM BALL

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AVANT ARTE X UNIT LONDON

13 JANUARY - 2 FEBRUARY 2017

PLATFORMS

AVANTE ART x UNIT (P'SHIP) | 2017

PIONEERING THE SOCIAL MEDIA PARTNERSHIP

While consulting for Unit London, I orchestrated the first commercial partnership with Avante Art, merging two forward-thinking brands dedicated to social media innovation. This collaboration created a social media powerhouse, driving substantial engagement and setting benchmarks in the art world's digital transformation.

GLOBAL PRESS COVERAGE


The partnership gained extensive press coverage all over the world, including features in The New York Times and Financial Times, highlighting its role in reshaping how art was marketed and consumed online. Both sets of founders were in the Forbes 30 under 30. It significantly amplified the reach and recognition of both brands within the global art community and drove revenue to both businesses.

FROM DIGITAL TO PHYSICAL

In collaboration with Avante Art, I facilitated a groundbreaking physical exhibition for Unit London that seamlessly bridged the digital and physical art worlds. This sold-out show created markets for artists across both brands, blending Unit's roster with Avante Art's network.

The exhibition showcased authenticity, forward-thinking, and a scalable digital-first system that reached millions globally, setting a new standard for integrating digital innovation with traditional gallery practices.

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Artscapy

2,129 followers

8mo • 🌐

And that's a wrap!


We're over the moon to share that our crowdfunding campaign with **R Europe (formerly Seedrs)** has surpassed expectations, raising an impressive £688,040 – exceeding our target achieving 106% of our goal. 🎉

A huge shoutout to **R Europe (formerly Seedrs)** for their invaluable support in making investing accessible to all.

Thank you to our exceptional team whose relentless dedication brought us to this incredible milestone.

And a warm welcome to our 195 investors – your belief in our vision propels us forward. Together, we're building a community and reshaping the future of art investment.

#CrowdFunding #Milestone



Emilia De Stasio, CFA • 1st

Founder & COO at Artscapy - Top 100 Startups 2024 | TechNati...

1w • 🌐

...


🚀 **Artscapy** wrapped! 🚀

It's been a transformative year of growth at **Artscapy** in 2024. As we hit the ground running this week for an even faster 2025, it dawned on me to take a step back and reflect on all that we achieved with **Artscapy** this year.

My three highlights:

🔥 5x YoY revenue growth:
Defying a bearish market, across both the macroeconomy and art, **Artscapy** has seen rocket growth this year. Revenue growth has gone hand in hand with expanding the global community of art collectors, investors, and enthusiasts - we now count over 7,000 members worldwide.

...




Alessandro De Stasio • 1st

Founder & CEO @ Artscapy | Startup100 index 2024 | Top 30 Most Innov...

3w • Edited • 🌐

Who doesn't like EOY data?
Happy art collecting everyone, for a 2025 full of conceptual and abstract art, away from hype and fashionable instagram likes!

#art #contemporayart #artcollectors #artinvestors #wealthbuilding



Artscapy


2,129 followers

3w • 🌐

Artscapy 2024 wrapped 🏆

Our global community of collectors has grown to over 8,000 members across 102 countries, collectively managing £350 million worth of art. This year alone, we've processed over 500 valuation requests, and counting!

Making art more accessible:
-> This year, we tackled illiquidity and opacity in the art market head-on.
-> We launched art-secured financing. <https://lnkd.in/euDUTGP7>
-> Introduced proprietary art ratings to guide investments.
-> Curated inspiring collections to help members build their



Emilia De Stasio, CFA • 1st

Founder & COO at Artscapy - Top 100 Startups 2024 | TechNati...

11mo • 🌐

...

🚀 A new chapter for this rocket team! 🚀

What an exciting time. As a company that prides itself on ...more

PLATFORMS

ARTSCAPY | 2023-2024

DEVELOPED CUSTOM INTEGRATED SYSTEMS

Working closely with a native developer team, created a proprietary CRM and inventory system tailored to leverage user data and analytics. Drawing on over 10 years of experience dissecting Artlogic, I lead the design of a CRM capable of generating leads, sales and metrics. The system, includes a KPI dashboard, progress trackers, & deep data collection on users.

INTEGRATED SALES PROCESS

Using the proprietary CRM and software, I authored a comprehensive 7-step, 24-page sales process to guide the company's sales activities, metrics and cadence. This process became the foundation of sales execution. Over 18 months, it facilitated more than £2M in income, split approximately 50/50 between revenue and new investors and more than £150M in art logged by collectors for future agents to service.

A CULTURE OF ADVISORY SALES

Fostered a culture centred on advisory sales, emphasising value for users on the platform. This included consignments to auction houses through partnerships with Christie's, Sotheby's, Phillips, Artsy & Tate Ward, as well as investment and emerging artist sales. By assisting galleries and collectors, the platform met its original income targets in the chaos of multiple pivots.

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PLATFORMS

KREATION (2025)

REDEFINING ART ACCESSIBILITY

Launched the Art Market Royalties and Subscription Platform, presenting the vision publicly with a keynote speech at Phillips Auction House. Positioned Kreation as a bridge between the traditional art market and digital culture, introducing a model where artists earn royalties for streamed works, mirroring the subscription infrastructure and financial logic/systems from music and publishing.

INVESTMENT STRATEGY & EARLY STAGE FUNDING

Advised on the company's investment strategy and financial positioning, leading to the initial stages of the SeedX round and establishing the framework for its global subscription and royalties infrastructure. Audited the company's investor readiness to prepare for global Republic Campaign.

REPUBLIC ACCEPTANCE & GLOBAL CAMPAIGN

Led the team through the Republic (US + EU) onboarding and due diligence process, securing approval and pre-campaign launch. Developed investor narrative, visuals, and messaging for Republic's platform, setting the foundation for international investor participation.

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COMPARISON STUDY

-10

MUSIC

Industry

ART

\$29.6B
90% + royalty coverage

Size

\$61.4B
<1% royalty coverage

BMI

Audio fingerprint + ISRC codes

Technology

KREATION

AI-Powered network + EMTN IoT sensors

2,500
Record Labels

Players

25,000
Galleries

Music \$12.7B
Global Distribution In 2024

Opportunity

Art: \$10B+
Potential



PROJECTS

LORD PALUMBO | THE MINISTRY

AUTHENTIC

The brief from Lord Palumbo and his team was clear: they wanted no artists featured in other members' clubs or any big names. True to the ethos of his label and club, The Ministry of Sound, the aim was to uncover a mix of artistic talent based purely on merit and their own discerning judgement.

SOUL

Lord Palumbo and his team sought a curated collection of art that would resonate deeply with creatives. As titans of the London music industry, they were searching for something that could be felt – akin to the way a DJ in their venue can electrify an entire crowd with the synergy of a booth & speakers. The refurbishment project gave us beautiful unkept walls as a perfect backdrop for the club's permanent collection.

CREATIVE FREEDOM

Throughout the space, you encounter edgy yet elegant figures: smoking cigarettes, posing nude, draped in outrageous costumes, and exuding a palpable sense of freedom. These icons embody the spirit of The Ministry – the creativity of producing tracks all night in the club's recording studio or losing oneself dancing till dawn. They are the essence of artistic expression.

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PROJECTS

WORKSPACE | THE FRAMES

LOCAL COMMUNITY

Workspace envisioned a 52-square-metre mural wall and 25 paintings & prints, all sourced from the vibrant local community in Shoreditch. To achieve this, we collaborated with street artists and local galleries, creating a multi-award-winning space that truly reflects the area's creative spirit.

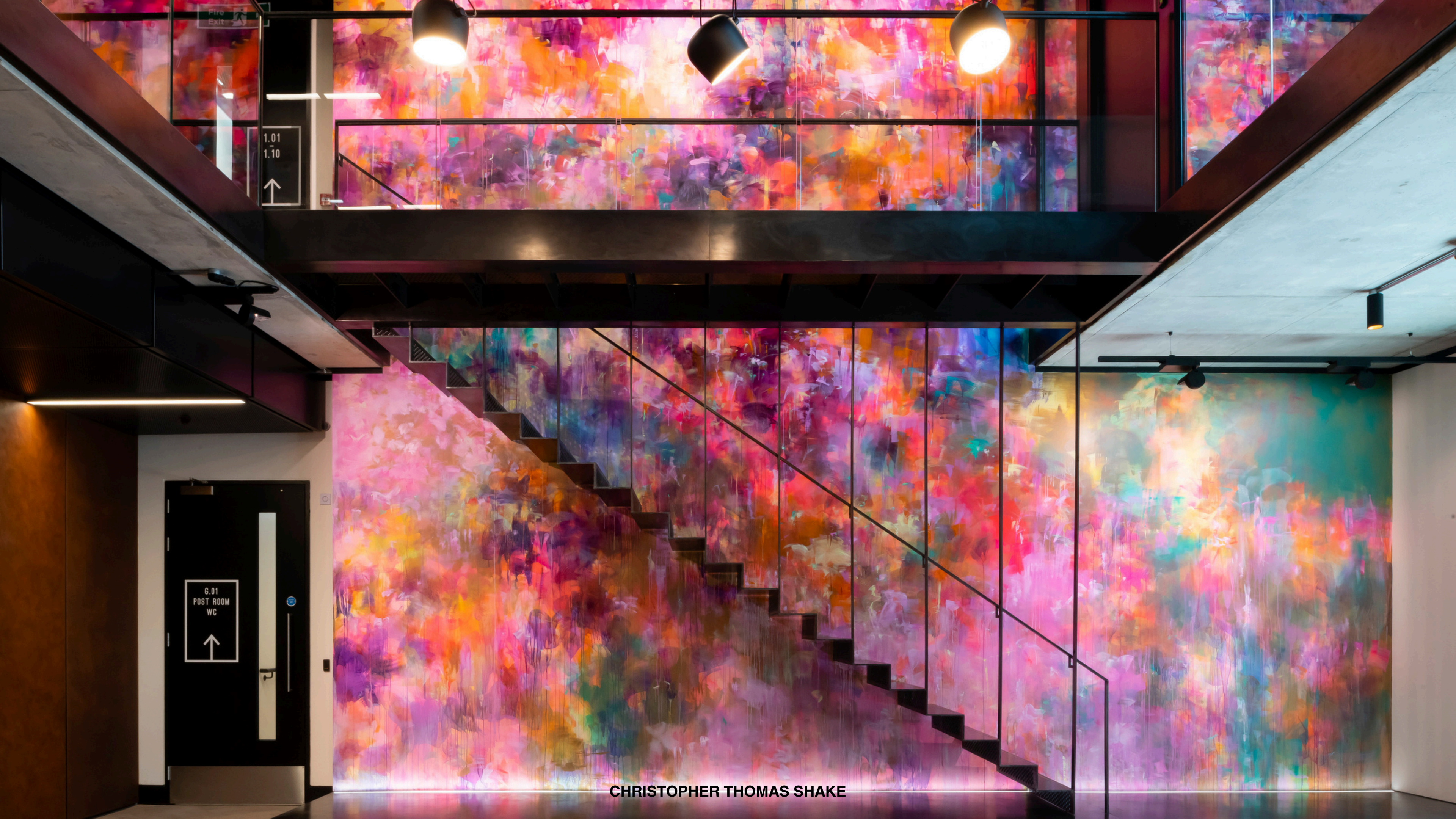
TECH

Shoreditch was rapidly becoming a hub for innovative tech companies and a launchpad for start-ups. Recognising this, we incorporated themes of technology and innovation into the curation. From space travel to machine learning, these elements celebrated the cutting-edge ideas shaping the tech world at the time.

FOR WORK AND PLAY

The artwork was thoughtfully integrated throughout the common areas, from the entrance to meeting rooms to the café, restaurant, and premium coffee stations. Curated for those who work hard and play harder, the space bridges functionality with creativity. The collection is uplifting, deeply connected to the local community, and strategically placed to enhance spaces so members can relax, socialise, & collaborate.

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PROJECTS

BAIN CAPITAL | 60 SLOANE AVE

LARGE SCALE

For this historic landmark, which was originally designed by Harrods for motor cars in 1911, the new owners wanted several statement pieces to greet visitors in the lobby. A 500,000 piece hand made mosaic mural and a 9 meter coded painting of Dante's Inferno by Josh Rowell. Each large scale commission piece took more than 1 year to make.

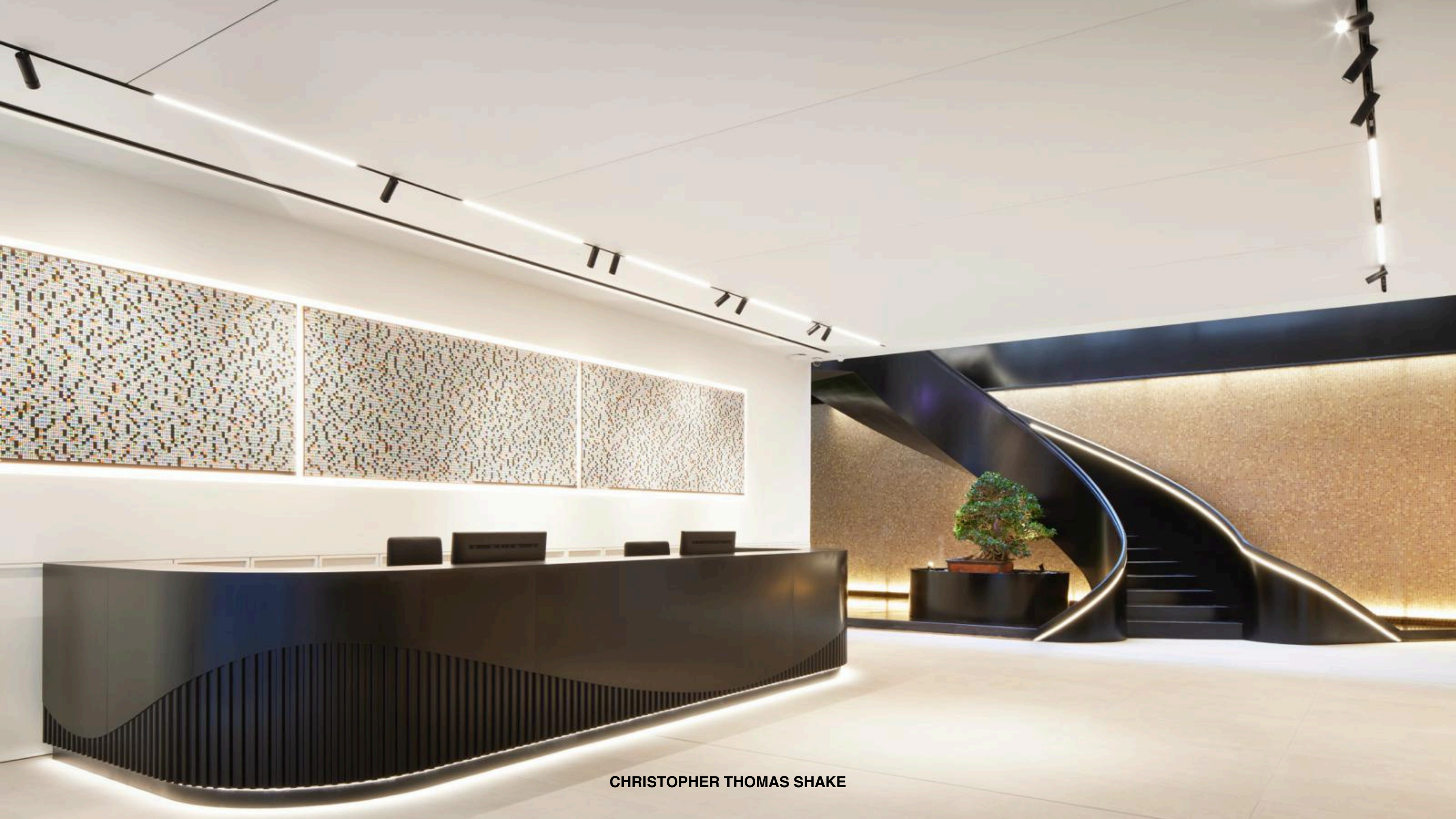
SOPHISTICATION

Bain's target market for the building was Finance and Consulting professionals. They asked for something that seemed simple on from the outside, but become infinitely complex and curious from the inside.

STORYTELLING

Mosaic art is one of the oldest forms of storytelling that's media robust and stands the test of time. The same is true with Dante's Divine Comedy. The Historic building had gone through major changes and even scandal for over a century. It had it's own story that would be in good company living amongst the classics.

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ADVISORY

ART MARKET SKILLS

DUE DILIGENCE

ART VALUATION

MARKET INSIGHTS & ARTIST REPORTS

AUCTION STRATEGY

CATALOGUING COLLECTIONS

CONDITION CHECKS & PROVENANCE
RESEARCH

ART FINANCE

CHARITABLE GIVING & DONATIONS

ECONOMIC ESSAY'S

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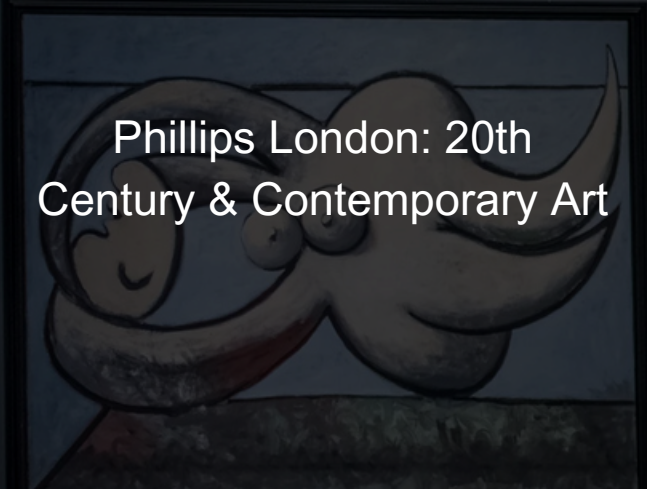



ADVISORY

AUCTION

ART MARKET INSIGHT REPORTS	PORTFOLIO STRATEGY	AUCTION REPRESENTATION
Custom analysis of artists, valuations, and auction opportunities.	Evaluation and strategy to build or refine collections.	Bid management, pre-sale research, and post-sale logistics.

ADVISORY

STRATEGIC FRAMEWORK FOR AUCTION EXCELLENCE

February 2025 Auction Strategy	Dates	Location	Strategy
 Phillips London: 20th Century & Contemporary Art	February 2025	 London, UK	<div>Buying: Artist, Artwork title, Year, Medium</div> <div>Auction House Estimate</div> <div>Internal Valuation</div> <div>Tax and Logistics Implications</div> <div>Buyers Premium, ARR & Other costs</div> <div>Art Preferences Match</div> <div>Exit Strategy</div> <div>Provenance and condition checks / reports</div> <div>Max Bid</div>
 Sotheby's London: Modern and Contemporary Art	February 2025	 London, UK	<div>Selling: Artist, Artwork title, Year, Medium</div> <div>Desired Estimate</div> <div>Internal Valuation</div> <div>Tax and Logistics Implications</div> <div>Sellers fees & other costs</div> <div>Strategic Sale Objective</div> <div>Provenance and condition checks / reports</div> <div>Minimum Acceptable Estimate</div>

FEATURED ARTISTS

EL SEED

QIN FENG

JOSH ROWELL

GEOFF UGLOW

HUGO LAMI

PIERS ALSOP

ADAM BALL

COREY LAMB

SIMONA SHARAFUDINOV

BRAM WINTERFORD

BETTY C FAN

OLIVIA LOPEZ

RETNA

BANKSY

DAMIEN HIRST

RICHARD HAMBLETON

PETER BEARD

FERNANDA GALVÃO

GEORGE CONDO

SVETLANA BOGATCHEVA

ALEXANDRA SEARLE

ANNE VON FREYBURG

EVE DE HAAN

GARY KOMARIN

RACHEL LIBESKIND

YAYOI KUSAMA

MARKUS ÅKESSON

ADAM BALL

JEAN-MICHEL BASQUIAT

KEITH HARING

ZHANG HUAN

RADOVAN JENKO

ROY LICHTENSTEIN

ROBERT LONGO

HARLAND MILLER

JOHAN VAN MULLEM

STEVEN PARRINO

STIK

ANDY WARHOL

The artist featured are a small selection of artists that I have personally worked with on projects or acquired their work for collectors in the secondary market at auction and/or via private deals.

CHRISTOPHER THOMAS SHAKE



ABOUT

TRACK RECORD

Christopher Shake is an accomplished art market professional with over a decade of expertise in driving innovation, adopting transformative technologies, and executing strategies that deliver measurable revenue growth. His career began on Wall Street in 2007, advising private families and individuals as a financial advisor, leveraging his economics degree with a focus on international commerce.

Transitioning fully to the art world in 2014, Christopher served as a Sales Director for emerging galleries, generating multi-millions in new revenue by focusing on innovation, technology, and integrated marketing & sales systems.

He gained invaluable experience and insights into the needs of galleries and collectors by opening multiple galleries in London and Los Angeles, participating in art fairs worldwide, and transacting with top auction houses such as Christie's, Sotheby's, and Phillips. In 2020, he co-founded Neon Gallery (later Tsivrikos Shake), and in 2023, he was tasked with launching a specialised team of art advisors with expertise in blue-chip art valuation, acquisition, sales, and art finance.

His proficiency in the economics of the art market is marked by meticulous due diligence, robust risk assessment, long-term relationships, deep market analysis, and a relentless commitment to innovation. Christopher has guided esteemed collectors, galleries, and institutions to achieve massive growth in the market.

CHRISTOPHER THOMAS SHAKE

CONTACT

EMTN

AI-POWERED NETWORK

- 99.8% Industry Leading Accuracy
- Employ Binocular and RGB Technology
- Deep Learning Algorithm
- U-Turn Filtering

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