



Your Partner In Art.

ZURANI



Bridging the *gap*
between investors and
the art market.



“Personal relationships stand as the cornerstone of *Zurani*’s philosophy. Our business is built on truly understanding you and your needs.”

Welcome to Zurani

Founded in 2020 in London to manage significant funds for families and individuals, our expertise lies in assisting partners who seek to construct portfolios that safeguard their capital and utilise it effectively.

Due to its strategic positioning, advantageous tax regulations, and strong economy, the UAE has progressively emerged as a highly desirable location for Family Offices. With this in mind, Zurani is now based out of Dubai with a close connection to London and arrangements to open in Singapore in the near future.

We maintain that art should be a valuable asset class in a diverse portfolio. Zurani caters to the distinct needs of Family Offices (FO), Multi-Family Offices (MFO), and Ultra-High Net Worth Individuals (UHNWI), guiding them towards

making informed and advantageous decisions in the art market.

As the Chief Executive Officer and founder of Zurani, I have over ten years of investment management and advisory experience and hold a B.A. Honours in Business Management.

Additionally, I hold credentials from Sotheby's Institute in Art Finance & Innovation, Art & Finance in a Global Market and Alternative Investments. Plus, Christie's Education in Art Law and Art Market Economics credentials.

At Zurani, we combine extensive experience in the art market with personal relationships and welcome the opportunity to discuss your specific requirements.



Benjamin Tomkins
Founder/CEO

Zurani Services

Our emphasis on service revolves around two crucial fundamentals: becoming a partner and life as a partner.



Becoming a Zurani Partner

“Our team will collaborate closely with you and your advisors to gain insight into your desired returns, risk tolerance, and other pertinent factors.”



Streamlined Onboarding

At Zurani, we are committed to providing you with a seamless onboarding process. Our foremost objective is to make the journey of becoming a valued Zurani partner as straightforward and efficient as possible.

We will handle most of the administrative tasks on our end and only involve you in the essential steps. Over the years of collaborating with families and their advisors, we understand that each client has unique needs and circumstances. We recognise the areas where we can simplify your journey.

Crafting your Strategy

Our team will collaborate closely with you and your advisors to gain insight into your desired returns, risk tolerance, and other pertinent factors.

We ensure that we grasp the nuances that define your financial aspirations. This collaborative effort is the foundation for constructing an investment portfolio that aligns perfectly with your unique requirements.

Individual Ownership

The majority of partners prefer sole ownership, given the flexibility in decision-making. We work together to consider opportunities that align with the partner's investment objectives. We advise portfolios to start from \$275,000/ 1,000,000 AED. Our approach involves investing in exceptional, blue-chip artworks.

Each portfolio is tailored to the partner to match their risk tolerance and investment objectives to ensure the best results.

By applying a responsible and prudent investment strategy focused on collaboration, coupled with our unique access to global markets through our growing network, we have unlocked long-term return potential and delivered consistent risk-adjusted returns for partners.

Joint Ownership

Our unique market position and broad network enable us to provide our partners with access to exclusive investment opportunities. Joint Ownership opportunities are carefully chosen to optimise benefits for all parties involved. We foster

a shared risk approach by investing alongside other partners and ourselves. To leverage our extensive expertise in the art market while effectively managing risk.

These investment opportunities utilise diverse strategies, all founded on our comprehensive knowledge of the art market. By combining resources and insights, investors can benefit from a more extensive and well-balanced art portfolio while spreading risk across various investment opportunities. Our focus remains on providing exceptional art investment solutions that align with our partner's financial ambitions and risk appetites.



Life as a *Partner*



“You will be updated with the latest market news, from auction sales, exhibition openings and upcoming artists.”

The Beginning of the Journey

This collaborative synergy harnesses a wealth of knowledge and insights, enabling us to craft an investment portfolio that optimally balances risk and reward. The result is a meticulously designed investment strategy, but this conclusion merely marks the inception of the journey.

Development of Knowledge

As a partner, you will have access to tailored market data. A comprehensive evaluation of market cues encompassing microeconomic factors, including individual artists and artistic movements, as well as macroeconomic dynamics, like an in-depth global art market analysis.

This involves scrutinising transaction volumes, turnover rates, buy-in ratios, rates of return, market composition, and transformative shifts in valuation. You will be updated with the latest market news, from auction sales, exhibition openings and upcoming artists.

Continuous Investment Cycle

We understand the dynamic investment landscape, and your financial objectives may evolve. We will offer two factors to help this cycle: avoid capital loss and compound capital.

We are committed to providing comprehensive support in guiding you on your investment journey, facilitating a sale and realising growth. We will have a pre-prepared strategy to move forward to keep the strategy in place.

Principles Zurani Live By



“Our passion for art is matched only by our dedication to knowledge. At Zurani, we prioritise a deep, holistic understanding of the art economy in all its forms and contexts.”

Your Partner in Art

Personal relationships stand as the cornerstone of our philosophy. Our business is built on a true understanding of you and your needs.

Working with Family Offices and Individuals, every interaction is not just a transaction but an opportunity to understand, engage, and connect. Working with families, we invest as we are family. Zurani has partners, not clients.

The Highest Standards

Our dedication lies in attaining leadership in our industry. However, we know there is no substitute for the highest standards of professionalism, privacy and confidentiality. We conduct our operations quietly and efficiently, as confidentiality holds utmost significance.

The realm of art demands excellence. We consistently aim to outpace industry benchmarks, ensuring every piece we advise meets stringent quality, provenance, and value criteria.

In-Depth Understanding

We have extensive experience and knowledge of the complexities and nuances of the art market. With this, we can provide tailored solutions that align with the unique objectives of each partner, helping you manage and protect your wealth now and for future generations.

Our passion for art is matched only by our dedication to knowledge. At Zurani, we prioritise a deep, holistic understanding of the art economy in all its forms and contexts.



About Zurani



“We help families manage and protect their wealth now and for future generations.”

The Highest Standards

We approach the advisory element with diversity. We know there's no substitute for the highest standards of Professionalism, Privacy, and Confidentiality. Our business is built on truly understanding each individual and their unique needs. Working with families, we invest like family. We have partners, not clients.

Zurani aims to create meaningful, enduring relationships, foster innovation, and work together towards shared success. We possess an in-depth understanding of the complexities of the art market, allowing us to provide tailored solutions that align with the unique objectives of each partner. We guide partners in crafting diverse, dynamic, and enduring portfolios.

Our Values

Our dedication lies in attaining leadership in our industry; however, we conduct our operations quietly and efficiently, as confidentiality holds utmost significance. The most effective and enduring decisions are typically made by our partners themselves, with advisors who assist, educate, and facilitate the process rather than attempting to enforce their own perspectives and solutions.

We help families manage and protect their wealth now and for future generations. Like a traditional merchant bank, the firm is also the cornerstone investor using its own proprietary capital.



“Zurani provides tailored solutions that align with the unique objectives of each partner, helping you manage and protect your wealth now and for future generations.”

“There’s nothing that can replace the value of a face-to-face conversation. If you wish to learn more about how we can assist you, please reach out to us, and our team of specialists will contact you.”

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