



E D I T O R I A L

The Art of Feeling

When luxury ceases to be a possession and becomes an emotion

There is, in our era, a quiet paradox. Never have images been so plentiful, objects so abundant, the present moment so relentlessly solicited — and yet, true rarity is no longer what we own. It is what we feel.

It is from this conviction that Arts Prestige was born, deceptively simple, demanding in its execution. Not as another gallery. Not as another platform. But as a perspective, an intention, a singular way of inhabiting the worlds of art and luxury.

A Territory of Its Own

Arts Prestige moves at the intersection of heritage and contemporary creation — that precise point of tension where memory enters into dialogue with emotion, where objects cease to be silent and begin to tell stories, where every detail carries a meaning larger than it first appears.

In this territory, art is not accumulation — it is transmission. Luxury is not demonstration — it is presence. This distinction may seem subtle. It is, in truth, essential: it shifts the center of gravity from object to experience, from market value to lived value.

“The point is not to be permanently visible. It is to be unforgettable when you appear.”

Composition as Method

Every Arts Prestige project is conceived as a composition. Not the mechanical assembly of its elements — place, artwork, light, sound, atmosphere — but their encounter. That precise moment when the whole exceeds the sum of its parts, when a space ceases to be a setting and becomes a state of mind.

Nothing is left to chance — and yet, it is the impression of effortless grace we seek. This tension between absolute mastery of detail and apparent lightness of result defines the Arts Prestige identity: a subtle orchestration in service of an experience that is precise, sensitive, and lasting.

Monaco and Beyond

Monaco asserts itself naturally as a point of anchorage. Through its international influence, its historical standards of excellence, and that rare capacity to gather, within a single territory, the great families of art, collecting, and exceptional craftsmanship. Monaco is not merely an address. It is a stance.

Yet our ambition extends beyond its borders. In a world where great cultural capitals are reinventing themselves and the codes of luxury are being profoundly recomposed, Arts Prestige intends to contribute to a broader question: how can art and luxury, together, respond to the search for meaning that defines our time?

To Make One Feel

In a cultural landscape saturated with rapid content and packaged ephemerality, Arts Prestige chooses a different tempo. One of depth. Of the long view. Of an experience that leaves a mark — not because it was spectacular, but because it touched something at once intimate and universal.

Arts Prestige is not an intermediary. Nor is it a tastemaker in the conventional sense. It is a perspective — attentive, selective, committed. An intention that translates into every choice, every collaboration, every project. A signature that says: nothing here was done by default.

To show.

Above all, to make one feel.

A R T S P R E S T I G E

Legacy with Modernity



Who We Are ?

Company Profile

Company name	Arts Prestige S.A.R.L.
Registration	Monaco Trade Register (RCI) n° 25S09980
Legal form	Limited Liability Company (S.A.R.L.)
Founded	14 March 2025, Principality of Monaco
Registered office	23 Boulevard du Larvotto — Le Commodore, 98000 Monaco
Managing director	David Iakobachvili
Core activities	Art advisory & curation · Private events & experiences
Team	2 team members: Collections Manager · Journalist
Authorisation	Ministerial, Principality of Monaco — 6 February 2025

Our mission

Arts Prestige is an art advisory and curation house founded in Monaco in 2025. It works with collectors, art enthusiasts and luxury stakeholders to design experiences in which art ceases to be an object and becomes an event — intimate, memorable, and rich in meaning.

In a world saturated with visual content and collectible objects, Arts Prestige deliberately chooses the path of selectivity and depth. Every project is conceived as a composition: the encounter between a place, an artwork, a light, an atmosphere. A subtle orchestration in which nothing is left to chance.

| *“Art is not accumulation. It is transmission.”*

Areas of expertise

Art advisory & curation — Arts Prestige guides its clients in building, enhancing and narrating collections of art, rare objects and exceptional pieces. Every recommendation draws on in-depth knowledge of the market, art history and the great European collections.

Bespoke artistic experiences — From private gatherings to institutional projects, Arts Prestige designs tailor-made experiences in which art becomes the thread of a singular moment: exhibitions, collection evenings, cultural immersions, prestige events in Monaco and internationally.

Collector accompaniment — Drawing on an intimate familiarity with the world of collecting and Europe's major collector families, Arts Prestige offers an expert yet deeply human perspective on the challenges of acquisition, conservation and the transmission of works.

Founding reference

Before the creation of Arts Prestige, David Iakobachvili and his son Mikhail brought to life one of the landmark cultural events of Monaco's summer 2025.

Monaco and the Napoleon(s). Intertwined Destinies

Grimaldi Forum Monaco · 11 July — 31 August 2025

Held under the High Patronage of H.S.H. Prince Albert II of Monaco, this exhibition brought together nearly 200 exceptional works to trace a century of intertwined destinies between the Bonaparte and Grimaldi dynasties. Of the 200 works on display, 63 belonged to the Iakobachvili family's personal collection — many of which had never previously been shown to the public.

Presented across 1,700 m² in the Hall Diaghilev, the exhibition was co-organised with the Fondation Napoléon and the Archives of the Prince's Palace. It benefited from exceptional loans from the Musée de Malmaison, the Château de Compiègne, the National Museum of Monaco and major European private collections.

This reference embodies the DNA of Arts Prestige: a vision of art as total experience, rooted in history, driven by the passion of collecting, and brought to life with the uncompromising standards that define the Principality.

Audiences & ambition

Arts Prestige addresses a diverse and discerning audience: private collectors, art lovers in search of authentic emotion, Monaco's leading figures, luxury and cultural stakeholders, institutions and international media.

Anchored in Monaco — a natural crossroads between Europe's great collector families, the luxury industry and the international cultural scene — Arts Prestige is developing a presence and partnerships beyond the Principality's borders, across the major artistic capitals and landmark events of the sector.

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David Iakobachvili

Entrepreneur, collector, founder of Arts Prestige

Full biography

Born on 2 March 1957 in Tbilisi, Georgia, David Iakobachvili grew up with an instinctive feel for detail, precision and the beauty of objects. Trained at the Georgia Technical Institute in civil and industrial engineering, he built an early career as an entrepreneur before becoming, in the 1990s, one of the architects of Russia's post-Soviet economic renaissance.

In 1997, he co-founded Wimm-Bill-Dann — which would become Russia's leading food and beverages group, present in over twenty countries. In 2011, after fourteen years as Chairman of the Board, the company was sold to American giant PepsiCo. The transaction marked a turning point: the recognition of a remarkable business journey, and the beginning of another chapter — one devoted to collecting, culture and transmission.

"I began with snuff boxes. Each one tells a story — an era, a court, a way of seeing the world. It is the art of the miniature, and perhaps the most demanding art of all."

For over twenty-five years, David Iakobachvili has been building, alongside his son Mikhail, one of the most singular private collections in Europe. More than 25,000 pieces coexist within it: court snuff boxes bearing imperial portraits, mechanical music boxes of watchmaker precision, automaton clocks, rare objects and decorative arts of the 18th and 19th centuries. A collection profoundly coherent in its ambition — to preserve the objects that bear witness to a civilization at its height.

An active member of the World Economic Forum since 1997 and Co-Chair of the B20 'Employment & Education' Taskforce from 2013 to 2022, a member of New York University's Presidential International Council, David Iakobachvili has always woven together entrepreneurial commitment, philanthropy and a passion for the

arts. He has been based in Monaco since 2015, where he leads several companies active in investment, real estate and sustainable technologies.

In 2022, he founded the Musée Collection des Arts in Monaco — designed to house the most emblematic pieces in his collection — and in 2025, Arts Prestige: an art advisory and curation house conceived as the natural extension of a collector’s life. No longer to accumulate, but to transmit.

In July 2025, this vision found its international expression: as co-organiser of the exhibition “Monaco and the Napoleon(s). Intertwined Destinies” at the Grimaldi Forum — held under the High Patronage of H.S.H. Prince Albert II — David Iakobachvili brought together nearly 200 works, 63 from his personal collection, to trace a century of intertwined destinies between the Bonaparte and Grimaldi dynasties. A landmark cultural event, presented across 1,700 m² in the Hall Diaghilev, with the support of the Musée de Malmaison, the Château de Compiègne and the Archives of the Prince’s Palace.

Key milestones

<i>1957</i>	Born in Tbilisi, Georgia
<i>1974</i>	Georgia Technical Institute — Civil and industrial engineering
<i>Late 1990s</i>	Beginning of the collection: snuff boxes, music boxes, 18th–19th century decorative arts
<i>1997</i>	Co-founder, Wimm-Bill-Dann — Russia’s first post-Soviet food group
<i>1997–2022</i>	Active member, World Economic Forum (Davos)
<i>2011</i>	Sale of Wimm-Bill-Dann to PepsiCo
<i>2013–2022</i>	Co-Chair, B20 ‘Employment & Education’ Taskforce
<i>2013</i>	Member, Presidential International Council, New York University
<i>2015</i>	Established in Monaco; founded investment, real estate & sustainable tech ventures
<i>2022</i>	Founded Musée Collection des Arts, Monaco (opening forthcoming)
<i>2025</i>	Founded Arts Prestige S.A.R.L., Monaco
<i>Jul. 2025</i>	Co-organised “Monaco and the Napoleon(s)” exhibition, Grimaldi Forum

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Offer & Services

What Arts Prestige does, for whom, and how

Arts Prestige is not a gallery, an auction house or an events agency. It is a cultural and artistic valorisation house whose primary mission is to bring the Iakobachvili collection to life — one of Europe's most important private collections of decorative arts — and to create unique cultural experiences around it in Monaco and beyond.

This model rests on a conviction: an exceptional collection does not gain value by remaining closed. It gains value by being shared, staged and told — with the precision and subtlety it deserves.

OUR ACTIVITIES

01 Collection valorisation & visibility

Arts Prestige leads the visibility strategy for the Iakobachvili collection: loans to leading cultural institutions, participation in commissioned exhibitions, partnerships with museums and foundations. Each loan is conceived as an editorial act — it tells something about the collection and its founder.

Clients : Cultural institutions, museums, foundations, Ministry of Culture

02 Exhibition design & production

From temporary exhibitions to ephemeral events, Arts Prestige designs and produces cultural events centred on decorative arts, rare objects and antique mechanical instruments. Each exhibition is conceived as a total experience: scenography, mediation, catalogue.

Clients : Institutions, cultural tourism operators, public authorities

03 Private events & bespoke experiences

For private clients, luxury houses or institutions, Arts Prestige designs exclusive artistic experiences: collection evenings, private presentations, bespoke cultural immersions in Monaco or internationally.

Clients : Luxury houses, private collectors, prestige hotels

04 Cultural trail in Monaco

In partnership with Monaco Tourisme, Arts Prestige is developing a new landmark in the Principality's cultural landscape: a discovery trail centred on the collection, offering visitors and residents a unique gateway into European decorative arts of the 18th and 19th centuries.

Clients : Monaco Tourisme, partner hotels, residents and visitors of the Principality

C U R R E N T & F O R T H C O M I N G P R O J E C T S

IN PROGRESS Loans to the French Ministry of Culture

Two snuff boxes from the Iakobachvili collection will shortly be loaned for exhibitions commissioned by the French Ministry of Culture. These institutional loans reflect the academic and heritage recognition of the collection.

FORTHCOMING Ephemeral exhibition — Music Boxes in Monaco

Arts Prestige is developing an exhibition entirely dedicated to mechanical music boxes of the 18th and 19th centuries — one of the rarest and most complete ensembles in Europe. A unique project for Monaco, combining technical heritage, aesthetics and sonic emotion.

FORTHCOMING Cultural trail Monaco — in partnership with Monaco Tourisme

The first cultural trail dedicated to European decorative arts in Monaco. A new landmark in the Principality's tourism and cultural offering, allowing visitors to discover exceptional pieces in a singular setting. Project under development with Monaco Tourisme.

O U R M O D E L

Arts Prestige operates on a model of heritage valorisation rather than commercial transaction. The priority is the collection's reach — its visibility, its credibility, its transmission. Institutional collaborations, partnerships with Monaco Tourisme and private events create an ecosystem in which every project strengthens the stature of the collection and its founder.

“What we are building is not a sales catalogue. It is a reputation — that of a collection that deserves to be seen, and of a house that knows how to show it.”

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Press Coverage

Exhibition “Monaco and the Napoleon(s). Intertwined Destinies” — Grimaldi Forum, July–August 2025

15+
Press mentions

5
Media categories

3
Countries covered

**FR / MC /
INT**
Geographic reach

The exhibition “Monaco and the Napoleon(s). Intertwined Destinies”, co-organised by the Musée Collection des Arts — David and Mikhail Iakobachvili, the Fondation Napoléon and the Archives of the Prince’s Palace of Monaco, generated exceptional media coverage in France and internationally. The press mentions below reflect the cultural stature of the event and the widely recognised central role of David and Mikhail Iakobachvili as organisers, patrons and lenders.

National print press

PRINT

Le Figaro Histoire

Summer 2025

8-page portfolio “L’Aigle et le Rocher” by Albane Piot. France’s leading cultural print reference. Multiple reproductions credited “Musée Collection des Arts — David et Mikhail Iakobachvili”. Readership: collectors, historians, art enthusiasts.

PRINT

Nice-Matin

27 July 2025

“5 standout objects from the Monaco and the Napoleon(s) exhibition.” Full Culture page with photographs. Largest regional daily on the French Riviera / Monaco.

Monaco media

WEB

Monaco Tribune

15 July 2025

In-depth article with photographic coverage of the inauguration by H.S.H. Prince Albert II. Notes that Iakobachvili pieces represent 30 % of the exhibited works.

<https://www.monaco-tribune.com>

WEB

Monaco Hebdo

17 July 2025

Full exhibition coverage: scenography, key works, Iakobachvili co-organiser role. The Principality's reference weekly.

<https://monaco-hebdo.com>

WEB

Monte-Carlo Living

14 July 2025

Two articles: pre-opening profile of the Iakobachvili collectors + royal inauguration report.

<https://montecarloliving.com>

WEB

Paris Côte d'Azur

13 July 2025

Critical review with specific mention of the Iakobachvili bird clock automaton as one of the exhibition's highlights.

<https://pariscotedazur.fr>

French online press

WEB

GEO.fr

2025

Feature on the history of the Grimaldi-Bonaparte alliance. Audience: several million monthly readers. France's leading cultural and geography media.

<https://www.geo.fr>

WEB

Actu-culture.com

24 July 2025

In-depth article with photo credits "Musée Collection des Arts — David et Mikhail Iakobachvili." Mention of the scientific catalogue (Silvana Editoriale).

<https://www.actu-culture.com>

WEB

Allures Paris

2025

Lifestyle & culture coverage. National readership, upper-income audience.

<https://allures.paris>

WEB**Boulevard Voltaire**

26 August 2025

Portrait of David Iakobachvili as “billionaire and patron with a central role.” Mention of the 25,000-piece collection.

<https://www.bvoltaire.fr>

WEB**Presse Agence**

23 July 2025

Newswire distribution — potential pick-up by dozens of partner media. Credits David Iakobachvili as “collector and lender.”

<https://presseagence.fr>

Celebrity & royalty press

PEOPLE**Purepeople.com**

31 July 2025

Article on Louis Ducruet and the inauguration — several million monthly visitors (France). Notes David Iakobachvili’s presence alongside H.S.H. Prince Albert II, Prince Napoléon and Louis Ducruet.

<https://www.purepeople.com>

PEOPLE**Histoires Royales**

11 July 2025

Official group photo at the inauguration: H.S.H. Prince Albert II, Prince Jean-Christophe Napoléon, Louis Ducruet, David Iakobachvili. Coverage of royalty and major European families.

<https://histoiresroyales.fr>

Cultural institutions & references

INSTITUTION**Sotheby's**

2025

“The extraordinary private collection of David and Mikhail Iakobachvili” — direct citation. Listed on Sotheby’s global reference platform for major exhibitions. Exceptionally rare for a private-led exhibition.

<https://www.sothebys.com>

INSTITUTION**Fondation Napoléon**

25 June 2025

Official publication with full scientific catalogue details (Silvana Editoriale, 208 pp., €35). Academic and scientific validation.

<https://fondationnapoleon.org>

INTL (EN)

Times Monaco

19 July 2025

English-language article — international readership. Full captioned inauguration photograph.

<https://www.timesmonaco.com>

Broadcast & video

VIDEO

YouTube Shorts ×2

July–August 2025

Two short videos published on media channels. Links:

youtube.com/shorts/XgxuO_2yQnU — youtube.com/shorts/Iup9x1m1K_E. Channel name to be confirmed.

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Key Quotes

David Iakobachvili — Founder, Arts Prestige

The following eight quotes are written to be cited directly by journalists and media partners. They are attributed to David Iakobachvili and require his approval before distribution. Two tones are offered: Editorial (concise, suitable for financial and luxury press) and Human (warmer, suited to cultural and magazine press).

ART & EMOTION

“You can own a work of art without ever truly seeing it. And you can see a work without ever owning it — and be changed by it. That second experience is the one that matters to me.”

David Iakobachvili — Editorial · Art & emotion

“Art is not an investment. It is a conversation. With an artist dead for two centuries, with a vanished era, with the part of yourself you hadn’t yet encountered.”

David Iakobachvili — Human · Art & emotion

THE COLLECTION

“I started with snuff boxes. Each one fits in the palm of your hand — and yet it tells the story of an empire, a court, a person who wanted to give something unforgettable. That is the art of the miniature: the most demanding art of all.”

David Iakobachvili — Human · The collection

“An 18th-century music box hasn’t lost a single note in two hundred years. It was simply waiting for someone to open it. That is what collecting is: being that someone.”

David Iakobachvili — Editorial · The collection

“Twenty-five years, 25,000 pieces. Not one acquisition was accidental. Every object my son and I have chosen was first felt. The eye alone is not enough. The object must stop you in your tracks.”

David Iakobachvili — Human · The collection

A R T & T H E D I G I T A L A G E

“In a world where everything is instant, reproducible and disposable, holding in your hands an object crafted two centuries ago by a brilliant goldsmith is almost a subversive act. It is a reminder that some things cannot be digitised.”

David Iakobachvili — Editorial · Art & the digital age

“The digital world has made everything accessible. But it has also drowned everything. The question today is no longer: where do I find beauty? It is: how do I recognise it when it passes?”

David Iakobachvili — Human · Art & the digital age

“People sometimes say that private collections are hidden treasures. My answer is that it is precisely to bring them into the light that we created Arts Prestige. In an age of total visibility, what is rare deserves to be shown with care.”

David Iakobachvili — Editorial · Art & the digital age

Important note

These quotes have been drafted to reflect the philosophy and voice of David Iakobachvili as expressed throughout his career, his collection and the Monaco and the Napoleon(s) exhibition. They must be reviewed and approved by David Iakobachvili before any use in press communications.

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Press Contact

All the information you need to reach us and arrange an interview

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Languages	French, English, Russian, Georgian

D I G I T A L P R E S E N C E

Website	www.artsprestige.com
Instagram	@artsprestige — to be confirmed
LinkedIn	Arts Prestige — to be confirmed

A V A I L A B I L I T Y & I N T E R V I E W F O R M A T S

Interview

Julien Abitbol is available for interviews in French and English. Appointment by email only.

Private collection viewing

On request and subject to availability — private presentations of collection selections can be arranged for specialist cultural media.

High-resolution visuals

Exhibition photographs, collection object photographs and portrait available on request. Rights and credits to be confirmed according to use.

Response time

All press enquiries sent to contact@artsprestige.com will receive a response within 48 business hours.

L E G A L I N F O R M A T I O N

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