

MR BRAINWASH

INVESTMENT GUIDE

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"THE STREET IS OPEN TO EVERYONE, IT'S THE BIGGEST GALLERY WE CAN GET"

Mr Brainwash,
quoted by Tabish Khan in the Londonist, 2018

INTRODUCTION

Mr. Brainwash (real name Thierry Guetta, born 1966) is widely considered to be one of the world's leading street artists. He rose to fame through his collaboration with Banksy in the 2010 Academy-nominated documentary 'Exit Through the Gift Shop'. Between 2021 and 2023, Mr. Brainwash's primary market prices in the United Kingdom have grown on average 27% and with a new documentary on the horizon coupled with the recent growth of the street art market more generally, the outlook for Mr. Brainwash has never been so promising.

Represented exclusively in the UK by Clarendon Fine Art since 2020, there is nowhere better to acquire primary market artworks by Mr Brainwash

The following guide offers a comprehensive analysis of Mr. Brainwash's market, giving an insight into an artist whose burgeoning market and street-pop hybrid style presents an exceptional investment opportunity.

WHY INVEST IN STREET ART AT CLARENDON FINE ART

1) Emerging Market

The Street Art Market has grown exponentially in popularity since its strong emergence in 2020. Mainstream investors are sensibly choosing to invest in the financial potential of street art, and artist's prices are rising accordingly. Banksy first released his Girl with Balloon print in 2004-5, selling them at £150. In September 2020, an artist's proof of the same print sold for £791,250 at Christie's, and £1,104,000 at Sotheby's in 2021.

2) Accessibility and Affordability

Street art can be purchased at any price, and the nascent nature of the street art market means that even the more established artists have works available at lower prices. A limited edition screenprint by Mr Brainwash, whose auction prices have exceeded £100,000, can be bought from £2,750.

3) Institutional Recognition

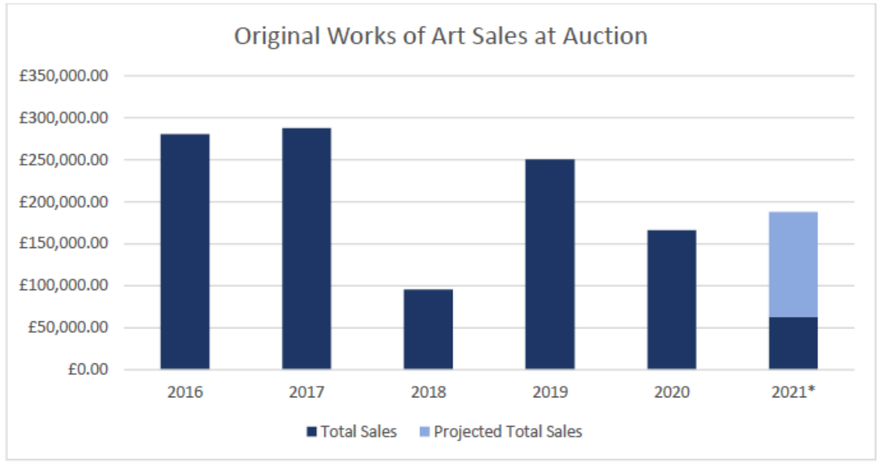
Institutional Recognition - Street art is being acquired by the leading international public collections. In February 2021, the Uffizi Gallery in Florence, famous for its renowned Renaissance collection, announced the acquisition and display of a self-portrait by British street artist Endless. Similarly, the Tate Modern in London exhibited works by renowned street artist Banksy, while the Pompidou Centre in Paris showcased pieces by Invader. Looking ahead, we anticipate more prestigious institutions, such as the Louvre and the MoMA, acquiring works from emerging street artists in 2022 and 2023.

MARKET ANALYSIS

Auction performance since 2021 indicates Mr Brainwash's market is strong, with high demand and a tangible increase in sale values. With his eponymous documentary set to release, and the growth of the street art market, the market outlook is incredibly positive.

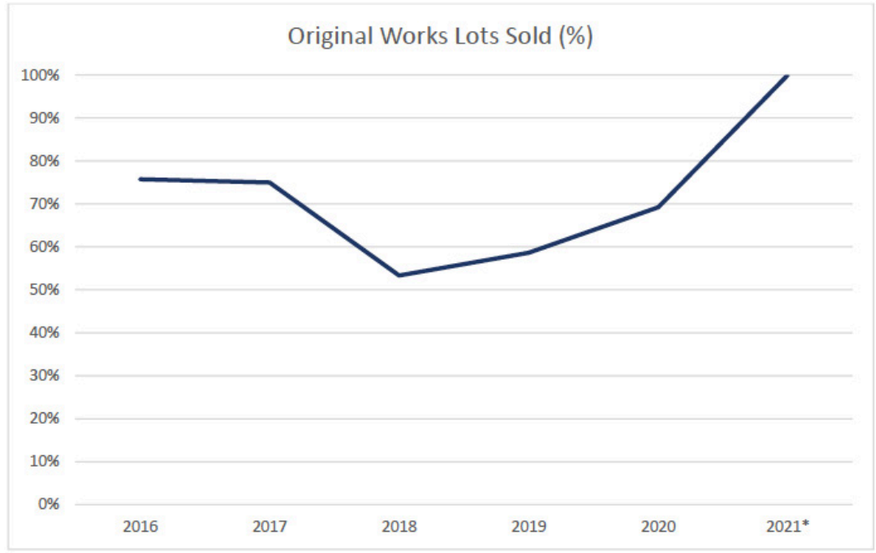
The secondary market for Mr Brainwash's original works of art has proven to be strong over the past five years. Unsurprisingly, 2020 saw a reduction in total sales in line with the art market as a whole, as it came to terms with the economic impacts of the COVID-19 pandemic and Brexit, but sales over the last three years suggest the market is making a quick recovery.

This is supported by the amount of sales at auction consistently hitting above the $1million mark since 2021.



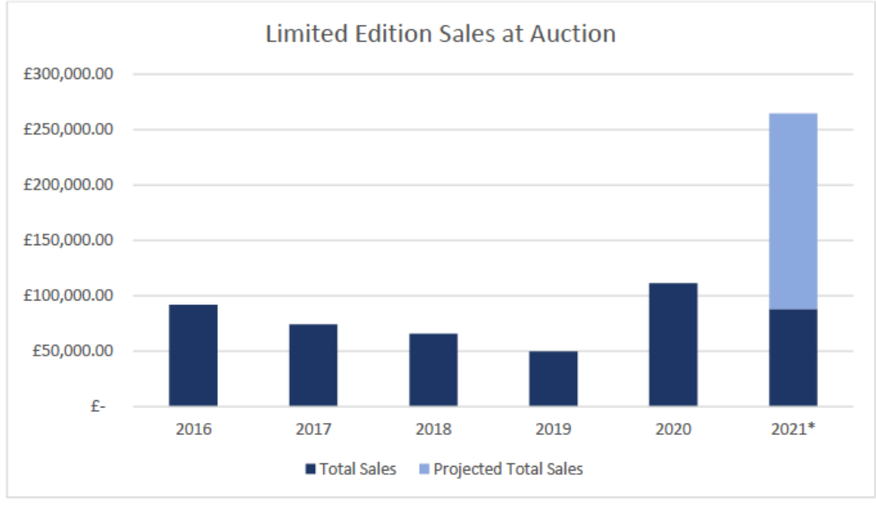
*Total Sales as of 23 April 2021.

A positive indicator of Mr Brainwash's buoyant secondary market can be seen in the sell-through rate at auction. Thus far in 2021 every lot has sold within or above its estimate. This demonstrates a strong demand for his work on the secondary market, in turn a reflection of the exclusivity of his work on the primary market.



*Sell-through as of 23 April 2021.

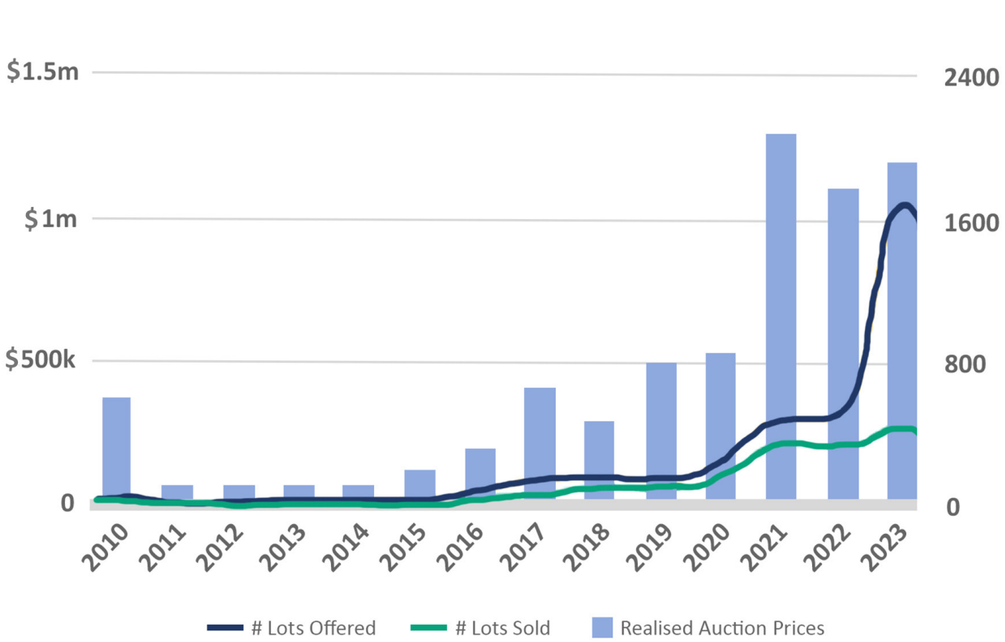
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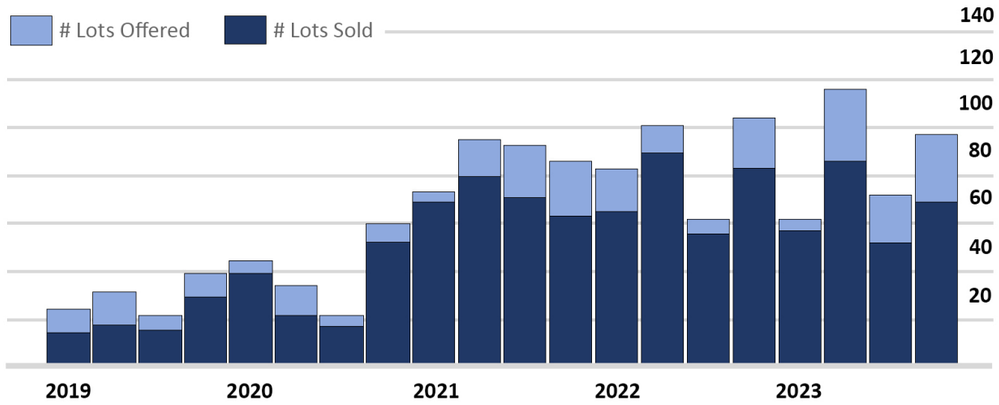


*Total Sales as of 23 April 2021.

Continued Growth in Total Sales

This graph illustrates the evolution of total sales and the number of lots offered and sold annually in the art market. It is evident that Mr. Brainwash's total sales have exhibited a significant upward trajectory, particularly since his debut on the art scene in 2010, and notably so from 2021 onwards over the past three years. These findings stem from the increased volume of the artist's artworks offered at auction, their successful sale, and the heightened acquisition of high-value pieces.





Sold Above High Estimate ↑ 23%

33%



Mr Brainwash (b. 1966)
SUBWAY PANEL, 2016

Stencils and mixed media on aluminium, plywood and Plexiglass (in six panels)
Signed verso of panel six

84” x 286” (213.4cm x 726.4cm)

Sale of: ABELL Auctions: 20th Century Design:
Tuesday, November 29, 2022 [Lot 00200]

Estimate: 100,000 – 200,000 USD

Sold For: 320,000 USD Premium



Mr Brainwash (b. 1966)
Marilyn Monroe, 2021

Broken Vinyl Records on canvas

60” x 60” (152.4cm x 152.4cm)

Sale of: De PURY Auctions: UNICEF Summer Gala - Capri:
Saturday, July 30, 2022 [Lot 00016]

Estimate: No Estimate Received

Sold For: 225,000 USD Hammer

CASE STUDY - BANKSY

While Exit Through The Gift Shop was pivotal in propelling Mr Brainwash's career, it was of course incredibly beneficial to its director and focal artist – Banksy. As Banksy was already an established and celebrated street artist when Exit Through the Gift Shop was released, this film only heightened his reputation and position as a household name, while Mr Brainwash moved up in the world from being relatively unknown to a successful exhibiting artist.

With the imminent release of the Michael D. Ratner produced documentary focusing solely on Mr Brainwash and his career, we can expect a significant rise in the market value of the artist's originals and limited editioned prints, as was the case with Banksy for Exit Through the Gift Shop.

Upon an examination of Banksy's auction revenue for his original works sold during 2009 (from 01/01/09 to 01/01/10), we see that the average piece sold for $25,895 and total revenue was $284,850 (across 11 works).

If we examine the same market in 2011 (from 01/01/11 to 01/01/12), after the Banksy documentary, was released in January 2010, the average selling price of an original Banksy work at auction increased to $70,779.35 and the total revenue was $990,911 (across 13 works in total).

In the space of a year, in part due to the increased interest in his work stemming from this, the average price of an original Banksy painting increased by 63.4%.

As Mr Brainwash's audience grows as a result of the exposure from the up-coming documentary, we expect this to be directly reflected in a growth in his market value.

HIS CAREER TO DATE

"I don't need anything, I'm a pretty simply guy. I don't like jewellery, I don't like cars, I just like life — life is beautiful, I never get bored of saying it. If you have the energy to keep smiling to the world, the world will smile at you. If you start loving, people will love you. You can throw any bad thing at me and I'll turn it into good".

Mr Brainwash,
quoted by Tabish Khan in the Londonist, 2018



Mr Brainwash
Charlie Chaplin Pink
not dated

Spray and metallic paint, acrylic and paper collage on canvas.

84 1/2 x 72 in. (214.6 x 182.9 cm).

Sold for $122,500 USD at Phillips New York in May 2010 (estimate was $50,000 - $70,000)

Mr Brainwash first appeared on the radar of other influential street artists in 2006, after he shot a film following his journey creating illegal street art in public spaces. This was said to have also caught the attention of Banksy. In the two years prior to the release of Exit Through the Gift Shop in 2010, Mr Brainwash hosted his own self-financed solo exhibition in Los Angeles. This breakthrough exhibition, titled Life is Beautiful, was a huge success, with artworks selling for five figure sums. In 2009, he was personally asked by Madonna and her team to design the musician's Celebrations album.

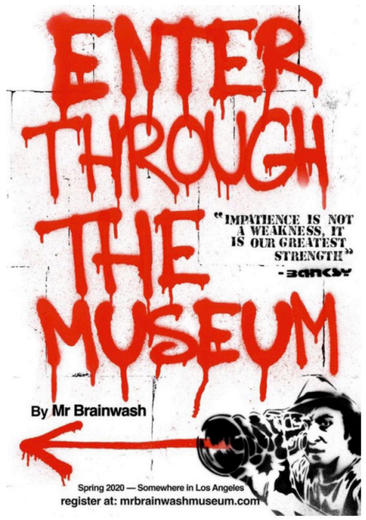
2010 was a fantastic year for Mr Brainwash, and not only because of the release of Exit Through the Gift Shop. This year also saw Mr Brainwash make his auction debut, resulting in a mixed media canvas selling for over double the middle estimate at $122,500 USD. Another solo exhibition for the artist during this year, this time in New York, saw a work sell for six figures. 2010 also would see Mr Brainwash make his first appearance at Art Basel: Miami.

In December 2022, the Mr Brainwash Art Museum was opened in Beverly Hills, showcasing works from across the artist's practice, from 1990 onwards. The opening of the Museum represents a new era for the artist, and there has never been a better time to invest in his work.





EXIT THROUGH THE MUSEUM



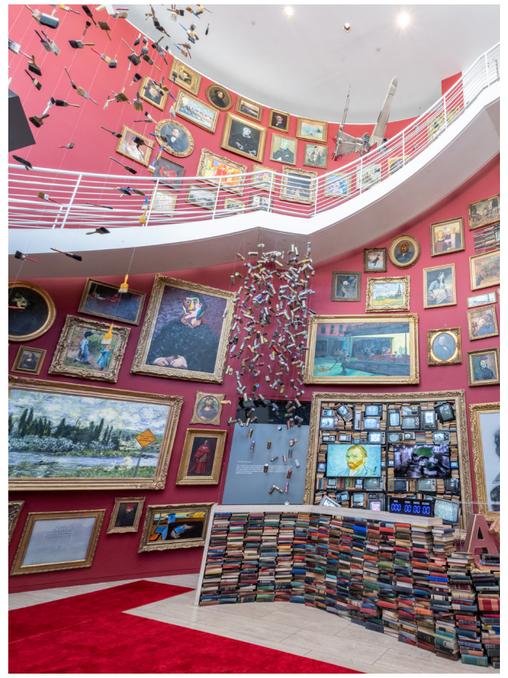




His raw visual take on popular culture and mass consumption has won Mr. Brainwash legions of fans, leading to international exhibitions, high profile celebrity collaborations and a recurring residency at Art Basel. While he loves to put on a show in his home city of LA, Tokyo, Amsterdam, London, Seoul, New York and many other cities have welcomed him as a breath – or perhaps a hurricane – of fresh air. He has come full circle from his first ever solo show in LA. December 2022 saw the opening of the long-awaited Mr. Brainwash Art Museum at the Paley Centre in Beverly Hills, hosting a one-of-a-kind exhibition exploring his evolution since he came to prominence. The culmination of a decade's worth of solo shows around the globe as well as collaborations with everyone from Madonna to Pope Francis, the museum is a joyful, Interactive showcase of multi-medium works and immersive installations that celebrate the artist's energetic and hopeful World view







DOCUMENTARIES

In 2010, Mr Brainwash's market was propelled by the release of the critically acclaimed documentary, Exit Through the Gift Shop, which he directed and starred in, alongside Banksy.





In February 2021, it was announced that Emmy-award winning producer, Michael D. Ratner, will be producing an eponymous Mr Brainwash documentary, charting his rise from obscurity to phenomenon.

Featuring never-before-seen footage, the documentary will host interviews with other notable figures in the street art scene, including Banksy, and explore high-profile Mr Brainwash's collaborations with the likes of Madonna and the Red Hot Chili Peppers.

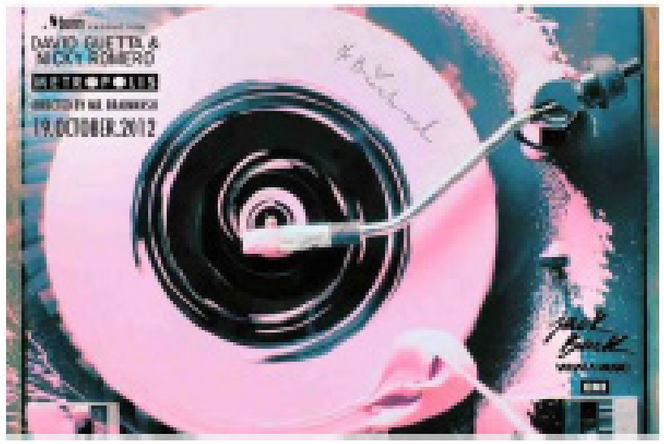
COLLABORATIONS

In the last decade Mr Brainwash has had numerous exhibitions all over the world, in locations such as New York, Mexico City, Seoul, London and Dubai. His collaborations and partnerships with the biggest brands and celebrities prove how in demand Mr Brainwash is as an artist, and he shows no sign of slowing down.

ALBUM ARTWORK AND COLLABORATION WITH MUSICIANS



Songwriter/producter RedOne invited his famous friends to appear in his 2016 music video Don't You Need Somebody, which included Mr Brainwash, Jennifer Lopez and Cristiano Ronald to name a few



Mr Brainwash directed David Guetta's Metropolis music video in 2012



Various artists, Share the Sounds of an Aids Free Generation album cover, 2014

Charity album collated by Coca-Cola and (RED) featuring artists such as Aloe Blacc, One Republic, an unreleased song by Freddie Mercury and a collaborative work between Mr Brainwash and musicians Avicii and Wyclef Jean



Backdrop for the 2014 Coca-Cola American Music Awards



Mr Brainwash created public artworks to promote the Red Hot Chili Peppers' 2011 album, I'm with You



Performance art with singer Rita Ora on the Late Show with Jimmy Fallon in 2014



Michael Jackson, Xscape - Deluxe Edition album cover, 2014 (collaboration with VIBE Magazine)



Madonna's Celebrations album cover, 2009



Rick Ross, Rather You Than Me album cover, 2016





MARCH 2017: No-one loves a party more than Mr Brainwash, and when he joined forces with longtime friend Rick Ross (Ricky Rozay) for #BossBasel, they raised the roof with a hybrid party and art exhibition to celebrate the release of Rick's 9th album.



Kygo, Cloud Nine album cover, 2016: Teaming up with world-famous Norwegian DJ Kygo whose posthumous collaboration with Whitney Houston, Higher Love, closed Joe Biden's victory speech.





COLLABORATIONS WITH CELEBRITIES AND CHARITIES



In 2019, Mr Brainwash teamed up with Pope Francis to create a painting together for a charity celebrating immigrants



In 2015, Mr Brainwash presented the Dalai Lama with an artwork at the Peak Mind Foundation event at Rancho Las Lomas in California



Mr Brainwash collaborated with the late Stan Lee of Marvel Comics to create a stand for the 2018 Los Angeles Comic Con



During the 2016 Summer Olympics in Rio de Janeiro, Mr Brainwash created a series of limited edition artworks to celebrate the career of football superstar Pelé



Keep a Child Alive, Mr Brainwash, 2011
Screenprint in colours, 76 x 56”



During Art Basel: Miami in 2015, Mr Brainwash presented actor Eva Longoria with artworks to be sold for her charity The Eva Longoria Foundation, supporting Latinas in the USA



Mr Brainwash contributed a print to be auctioned for Alicia Key’s charity organisation Keep A Child Alive in 2011

NOVEMBER, 2021: Mr. Brainwash recently collaborated with NBA player Kawhi Leonard, also known as KL2, and local volunteers to unveil a new custom-designed basketball court in Moreno Valley, providing the community with a new recreational space.

"I wanted to give young people in my hometown a new court where they can come together and play. Moreno Valley is where I grew up and this is just a small way of giving back and creating a healthy place for kids to stay active." -Kawhi

The regulation-size court at Weston Park was created by Mr. Brainwash and embellished by volunteers, which included city staff, council members, Leonard's family, and members of the Moreno Valley Emerging Leaders Council. The court showcases uplifting messages like "Be Great," "You are stronger than you think," and "Life is Beautiful," serving as a space where friends, family, and the community can come together.



BRAND COLLABORATIONS



Mr Brainwash & Hublot

Mr Brainwash designed a limited edition timepiece for Hublot in 2015



Mr Brainwash & Lamborghini

In 2017 Mr Brainwash created a skin for a Lamborghini to race in the Circuit of the Americas in Texas



Mr Brainwash & Sunglass Hut

Partnering with Sunglass Hut in 2015, Mr Brainwash created the design for a limited release Ray-Ban wayfarers and aviators, which were sold exclusively at the brand's SoHo flagship store.



Mr Brainwash & Mercedes-Benz

During the Mercedes-Benz Evolution Tour in Santa Monica, Mr Brainwash was invited to do a performance piece involving one of the vehicles



Mr Brainwash & Coca-Cola

For Coca-Cola's 100th anniversary, Mr Brainwash was among a group of artists asked to create artworks based on the Coca-Cola imagery and colours

July 2021 - Collaboration: Mr Brainwash x Bellini

In July 2021, Loreto's island, the highly sought-after private island in the Italian lakes, provided a picturesque open-air venue for an exclusive event titled "Iseo Lake is beautiful." This event was a collaboration between Bellini Nautica and the artist Mr. Brainwash, combining the timeless allure of vintage Riva boats with the vibrant and contemporary style of street art.A unique model of the Riva Aquarama, authenticated by Mr. Brainwash, was showcased for admiration at the Bellini Nautica dockyard. The event was aptly named "Lake is Beautiful," in homage to Mr. Brainwash's iconic slogan "Life is Beautiful."





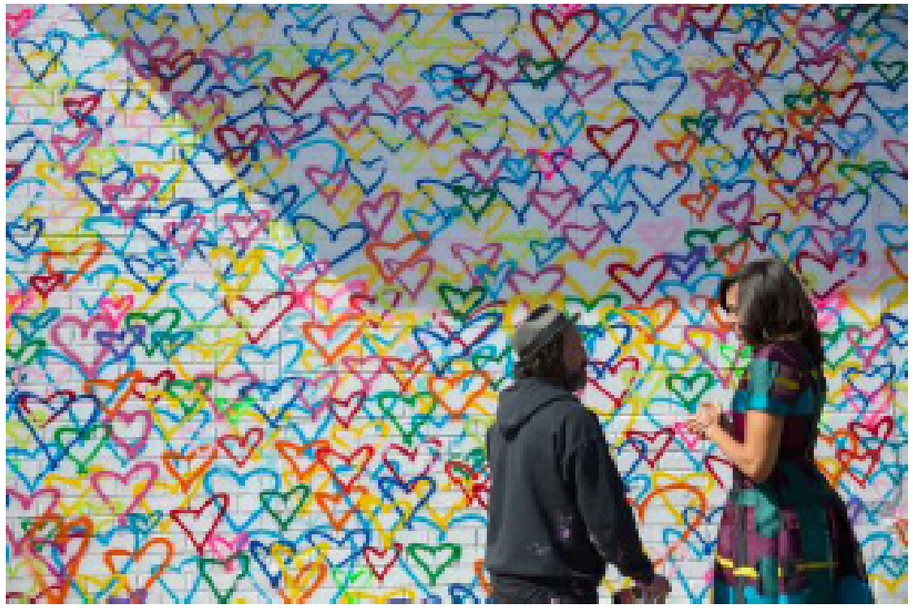


LOS ANGELES

1973 Porsche 911 Carrera Matchbox by Mr. Brainwash

This full-car-sized Matchbox Porsche 911 Carrera RS, created in 2023 for debut in the We Are Porsche exhibition, was inspired by a similar earlier work by Guetta that he typically displays in his Mr. Brainwash Art Museum in Beverly Hills. "The Porsche is everybody's kid inside of them."

PUBLIC ART INSTALLATIONS AND MURALS



For International Women's Day 2016 and Michelle Obama's initiative Let Girls Learn, Mr Brainwash created a series of murals on Union Market in Washington D.C.



Mr Brainwash created two covers for the L.A. Magazine's

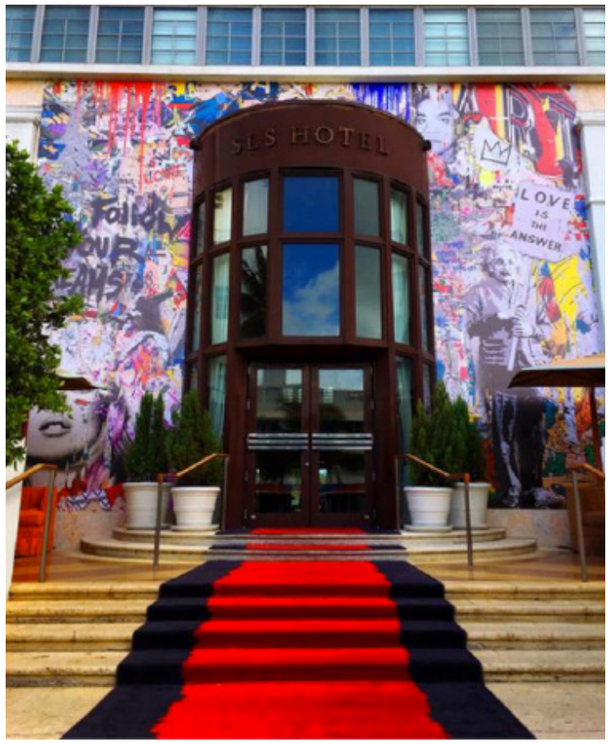
'Best of L.A.' issue in 2020. One of these covers was expanded to cover the side of the 1255 South La Brea Avenue building



The LA Clippers and star player Kawhi Leonard were celebrated in a mural created by Mr Brainwash in downtown Los Angeles in 2019



The city of Beverly Hills commissioned Mr Brainwash to create three public sculptures for the 2019 BOLD City Showcase



To close Art Basel: Miami's 2016 fair, Mr Brainwash took over the façade of the SLS Hotel



Mr Brainwash's artwork designed for Coca-Cola was featured in Times Square during the 2015 Holiday Season



Mr Brainwash designed the décor for the 2013 Academy Award After Party



Mr Brainwash created an interactive mural during the 2014 Art Basel: Miami Beach fair



To honour the victims of 9/11, Mr Brainwash created a mural in 2014 that spanned an entire city block in New York, facing the new One World Trade Centre.

MURAL: ***Battersea Power Station***

To commemorate the opening of London's new Battersea Power Station underground subway station, Mr Brainwash unveils a giant outdoor mural located on the river walk, in front of the iconic building. The mural is accompanied by a classic, Life Is Beautiful sculpture, displayed in the main piazza water feature. The project concluded with an aweinspiring, large-scale lightshow projected on the Power Station itself.

To celebrate the opening of the London underground station at the newly developed Battersea Power Station, Mr. Brainwash unveiled a giant mural outside the iconic building. His work then took centre stage at a massive street party when it was beamed onto the façade beneath the four famous chimneys in a dazzling light show, sharing his famous mantra. 'Life is beautiful', with the people of London.











MURAL: ***Atlanta is Beautiful***

SEPTEMBER, 2021

The Mercedes-Benz Stadium Art Committee commissioned its newest piece for its extensive Art Collection at Mercedes-Benz Stadium, the home of the NFL's Atlanta Falcons. The artwork, titled "Atlanta is Beautiful," was created to become one of the most visible and prominent displays in the Mercedes-Benz Stadium Art Collection, being viewed by hundreds of thousands of people each year.Mr. Brainwash had been specifically selected by the Committee to create a piece that would evoke emotions of a connected city's past, present, and future. It was important that fans and visitors felt an instant connection to the city as soon as they entered the stadium.The piece featured prominent Atlanta figures such as Dr. Martin Luther King Jr., John Lewis, Jimmy and Rosalynn Carter, Andrew Young, Bernie Marcus, and Hank Aaron. It also included significant Atlanta landmarks like the Ebenezer Baptist Church, Hartsfield-Jackson International Airport, Fox Theater, Ponce City Market, Piedmont Park, and the Varsity.







As one of the most iconic features of London's streets, a black cab was the perfect vehicle for a Mr. Brainwash makeover when he visited he capital - a genuine piece of street art.

MUSEUM INVOLVEMENTS

JUNE, 2016: ***Solo Exhibit at Ara Museum (Seoul), South Korea)***

In June 2016, Mr. Brainwash opened his first exhibition in South Korea at The ARA Modern Art Museum in Seoul. The extraordinary solo exhibition showcased larger-than-life mixed media murals and a room filled with suspended vintage cameras—a poignant homage to his artistic evolution, which initially began behind a camera. Mr. Brainwash collaborated with musicians from the entertainment group YG, the label home of K-Pop artists Big Bang and 2NE1, to craft unprecedented and monumental artworks. Some of the standout features included a colossal 15-foot-tall wooden AT-AT from the Star Wars movie franchise, a room adorned with hanging vintage cameras, and a white space adorned with splashes of pink paint.











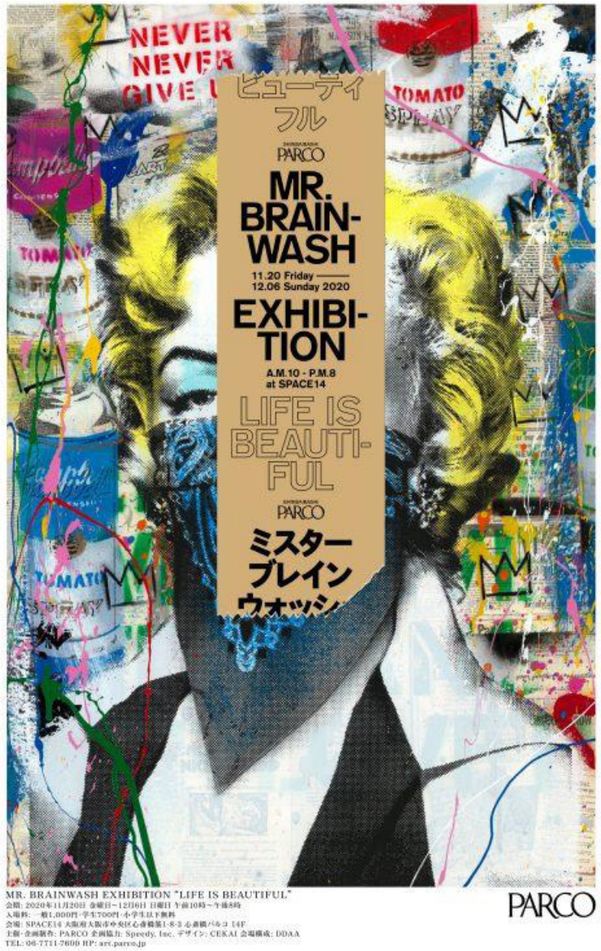
Petersen Museum

Mr Brainwash was proudly part of The Petersen Automotive Museum's latest exhibitWe are Porsche. The Porsche retrospective exhibition honoured 75 years of the Stuttgart automaker, displaying more than 40 Porsche vehicles and showcasing a sculpture installation by Mr Brainwash.

Mr Brainwash created and installed a full scale sculpture of a 1973 Carrera RS 2.7 inside a Matchbox toy packaging that is now for view at the Petersen Automotive Museum 6060 Wilshire Blvd, Los Angeles, CA 90036.

NOVEMBER 2020: ***Osaka***

In 2020 Shibuya PARCO Museum in Tokyo welcomed Mr. Brainwash for his first major exhibition in Japan and the crowds flocked in. Four years later he was back at Japan Contemporary Gallery in Tokyo Bay and negotiations were underway for more shows. If there was ever any doubt, the huge success of these events demonstrates that life is beautiful no matter what language you speak.



PRESS

RECENT PRESS COVERAGE

Forbes

Mr. Brainwash Talks Fashion, New Documentary And Upcoming Art Projects

JANUARY 2024: **Forbes Article**

Forbes presented an article promoting Mr. Brainwash's upcoming event at Clarendon Fine Art in Westport, CT, to unveil new artworks, where he aims to bring in something surprising yet enduring. Throughout his career, he has drawn inspiration from various sources, including music, celebrities, movie icons, and fashion, especially having grown up in Paris. According to Guetta, fashion intertwines with the world of brainwashing and is an essential aspect of everyone's life. He believes that the fusion of fashion with art is a successful and compelling combination.



