

MR. BRAINWASH

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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 November 2020 and April 2021, Mr Brainwash’s primary market prices in the United Kingdom have grown on average 14-28%, 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 no where 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

Street art is still very much an emerging market and only growing in popularity. Mainstream investors are only just beginning to fully cotton onto 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.

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 for £1,950.

3) INSTITUTIONAL RECOGNITION

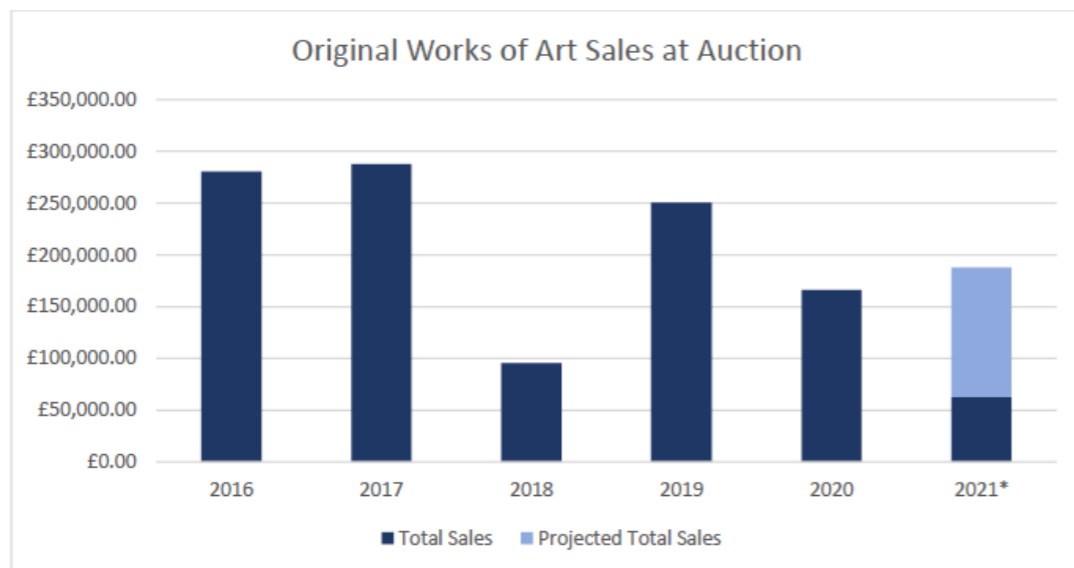
Street art is being acquired by the leading international public collections. In February 2021, the Uffizi Gallery in Florence, famous for its renowned Renaissance collection, announced the acquisition and display of a self-portrait by British street artist Endless.

MARKET ANALYSIS

Auction performance thus far in 2022 indicate 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.

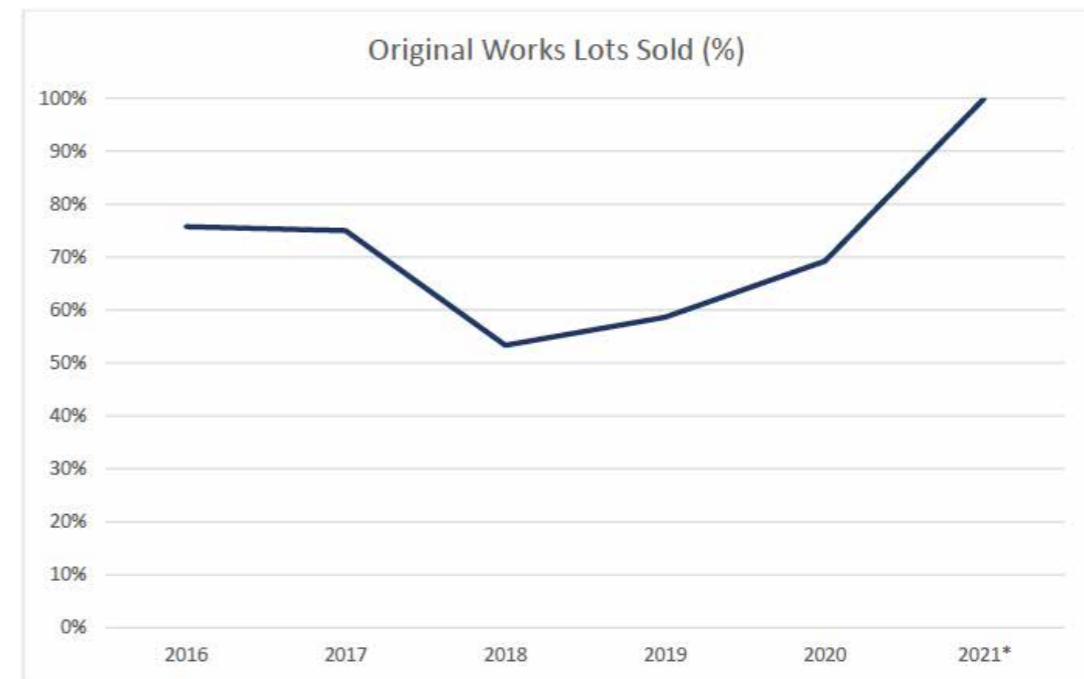
The secondary market for Mr Brainwash's original works of art has proven to be strong over the past five years. Unsurprisingly, 2020 saw a reduction in total sales in line with the art market as a whole, as it came to terms with the economic impacts of the COVID-19 pandemic and Brexit, but sales in 2022 suggest the market is making a quick recovery.

This is supported by the average price point achieved at auction, which has risen by 23% between 2020 and 2022.



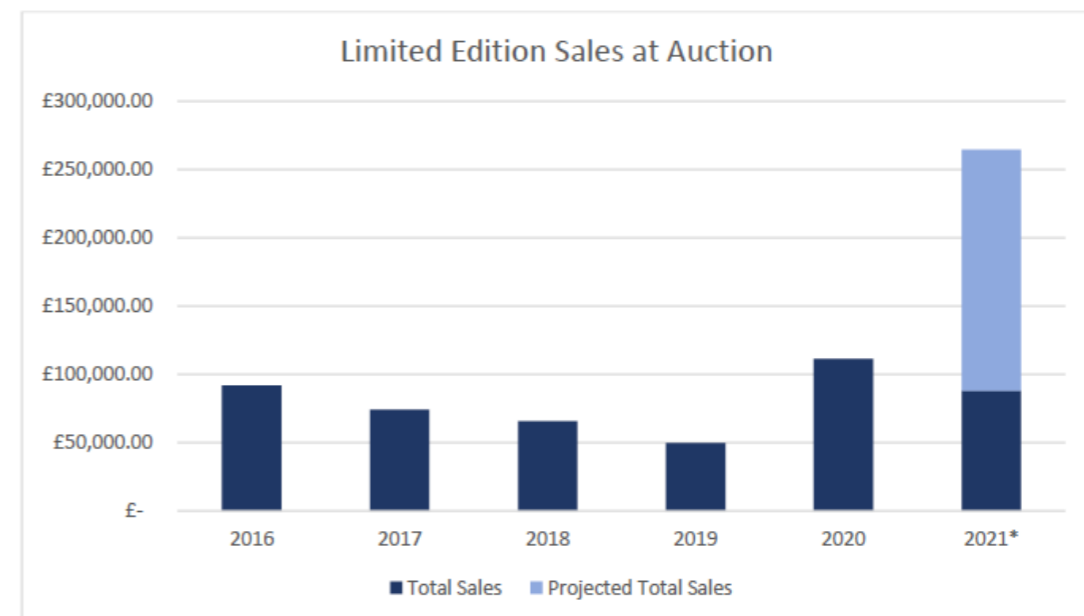
*Total Sales as of 23 April 2021.

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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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.



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/producer 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 Ronaldo to name a few



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



Various artists, *Share the Sound 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



Kygo, Cloud Nine album cover, 2016



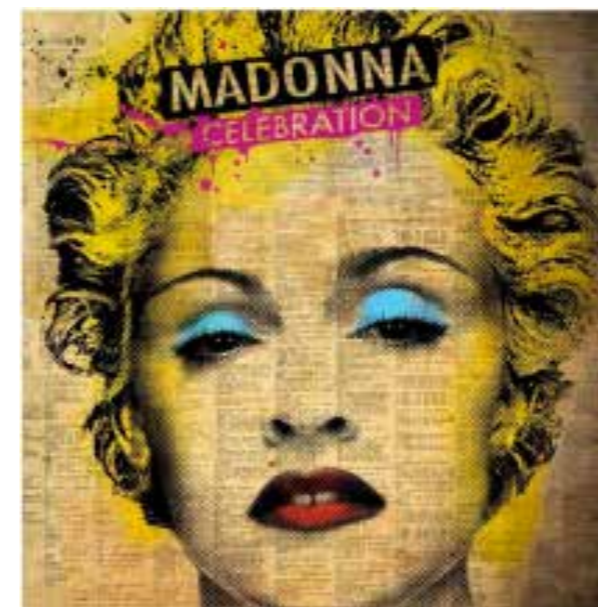
Michael Jackson, Xscape - Deluxe Edition album cover, 2014 (collaboration with VIBE Magazine)



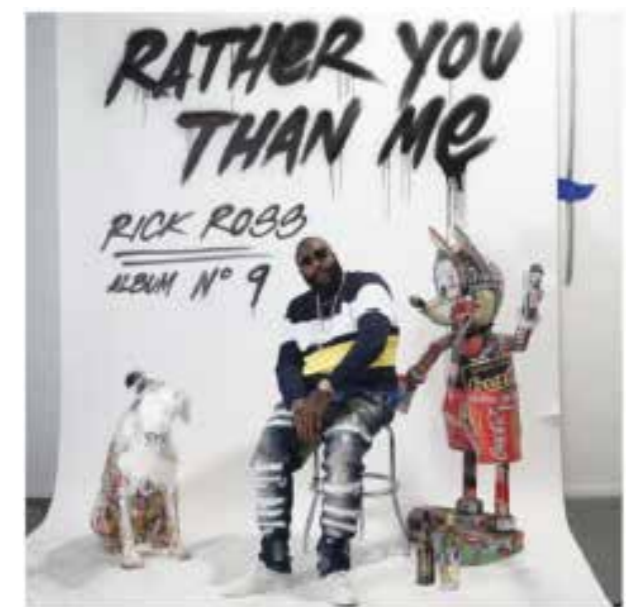
Mr Brainwash created public artworks to promote the Red Hot Chili Peppers' 2011 album, I'm with You



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



Madonna's Celebrations album cover, 2009



Rick Ross, Rather You Than Me album cover, 2016

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



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



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



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

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

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.



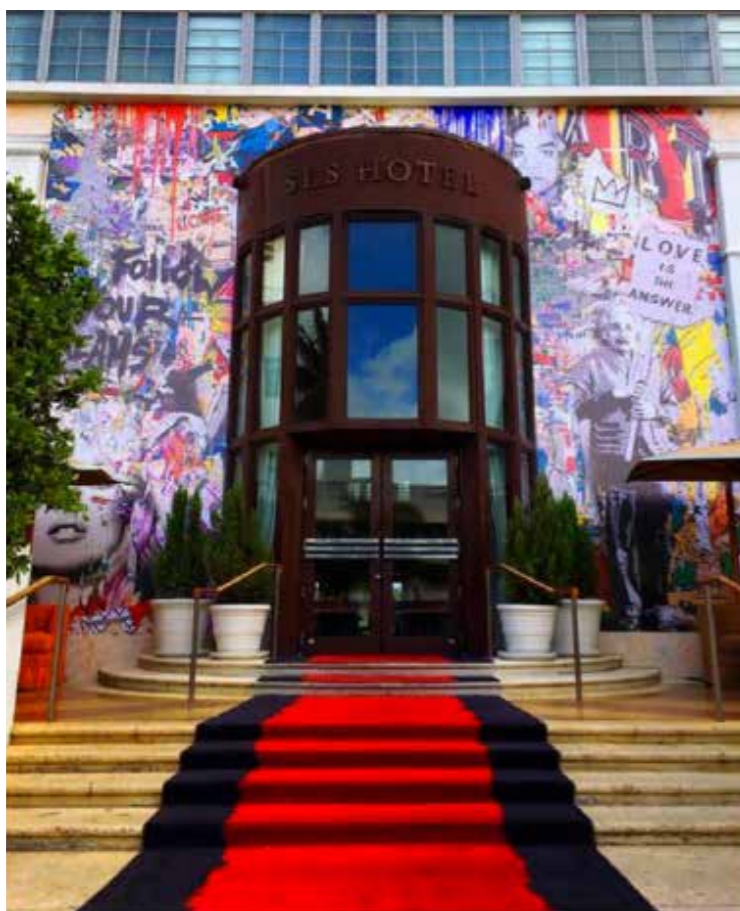
Mr Brainwash created two covers for the L.A. Magazine's 'Best of L.A.' issue in 2020. One of these covers was expanded to cover the side of the 1255 South La Brea Avenue building



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 designed the décor for the 2013 Academy Award After Party



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



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



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.