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CHRISTIAN HOOK

INVESTMENT GUIDE

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## Contents

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Introduction. . . . .	04
Biography . . . . .	06
Market Analysis. . . . .	08
Financial Times Statement . . . . .	14
Sky Arts . . . . .	16
Philanthropy . . . . .	24
Permanent Collections . . . . .	28
Freedom of the City . . . . .	32
Althorp Literary Festival . . . . .	34
Validation . . . . .	38
Publications. . . . .	42



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## Introduction

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Christian Hook (b.1971) is widely considered to be one of the world's leading figurative and equine artists. After 10 years with Clarendon Fine Art, the market for Christian's artwork has reached a record high. In 2012, the average price of a Christian Hook oil painting was £3,000. They now fetch up to £350,000.

With many high-profile commissions, documentaries, and projects coming to fruition over the course of 2023, Christian's investment potential has never been more promising.

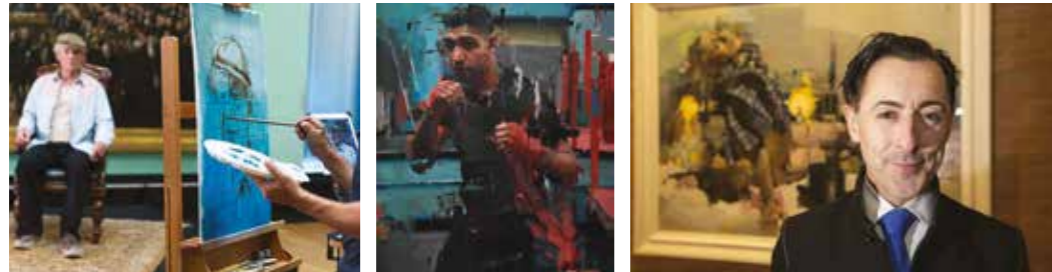
Although market trends change from time to time and we cannot offer any guarantee on return, this guide aims to provide an insight into a growing market and an exceptional investment opportunity.

# Biography

## 2014

- Won Sky Arts Portrait Artist of the Year 2014 with portraits of two time world champion boxer Amir Khan and acclaimed actor Sir Ian McKellen.

Prize was a commission to paint a portrait of award-winning actor Alan Cumming for The Scottish National Portrait Gallery which was publicly praised by Gallery Director Christopher Baker.



- Exhibition of his work at the National Portrait Gallery.
- Children in Crisis charity event at Clarendon Fine Art in partnership with Duchess of York, Sarah Ferguson with an auction of his work.
- Featured in Little Book of Portraits and Portrait in a Day, Quadrille publishers.
- His first solo show in Mayfair at Clarendon Fine Art sold out; he has had several sell-out shows in Mayfair and his work has become very highly sought-after.



## 2015

- Featured in three Sky Arts documentaries painting Mick Hucknall, Fabrice Muamba and Sue Johnston
- Artwork selected by Sir John Leighton, Director-General of the National Galleries of Scotland, as one of the top 100 masterpieces from their collection.

## 2016

- Featured on the cover of the FT Magazine with Kristin Scott Thomas after he painted her portrait.
- Accompanied the World Polo Team as resident artist on tours to India and China.



- Filmed three separate two hour live paintings of the Maharaja of Jodhpur, Joan Bakewell and Simon Callow.
- Christian Hook: *La Busqueda*, retrospective catalogue raisonné published.
- Featured on the cover of the FT Magazine with Kristin Scott Thomas after he painted her portrait.

## 2017

- Accorded the rare honour of Freedom of the City in Gibraltar.
- Invited to exhibit on board one of Cunard's Three Queens, the luxury liner Queen Victoria, and launched Darwin Series.



## 2018

- Released KI series
- Exhibited in New York at Art New York, presented by Art Miami at Pier 94 in Manhattan.
- Invited to be the opening speaker at the 15th Althorp Literary Festival and exhibited in world famous Tudor Picture Gallery alongside Van Dyck's War and Peace



## 2019

- Completed highly celebrated Shodo and Newton series of paintings
- Several paintings were exhibited at the prestigious London Art Fair 'Masterpiece'

## 2020

- Completed commission of Richard Branson entitled 'Zero Gravity'
- Released Arabian series



## 2021

- Sky Arts release the documentary *Painting the Invisible* based on Christian's series of this year.
- Interviewed on 'Kay Burley at Breakfast' show for Sky News.

## 2023

- 10 Year retrospective exhibition at Clarendon Fine Art, Mayfair.
- Release of Neon, Shinme I & II collections.
- Portrait of Alan Cumming chosen by the V&A for inclusion in their exhibition celebrating Tartan.
- Publication of his second book, 'The Anatomy of a Concept', the sequel to 'La Busqueda' commemorating his 10th anniversary with Clarendon Fine Art
- Appearing on a Sky Arts reunion show bringing together all the winners of Portrait Artist of the Year with star sitter Dame Judi Dench. The portraits will be displayed at the National Portrait Gallery in London, and Christian's was chosen by Dame Judi for her own personal collection.



Hook

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## Market Analysis

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Christian Hook, *Ocha* (2018), oil on board, 122 x 152 cm



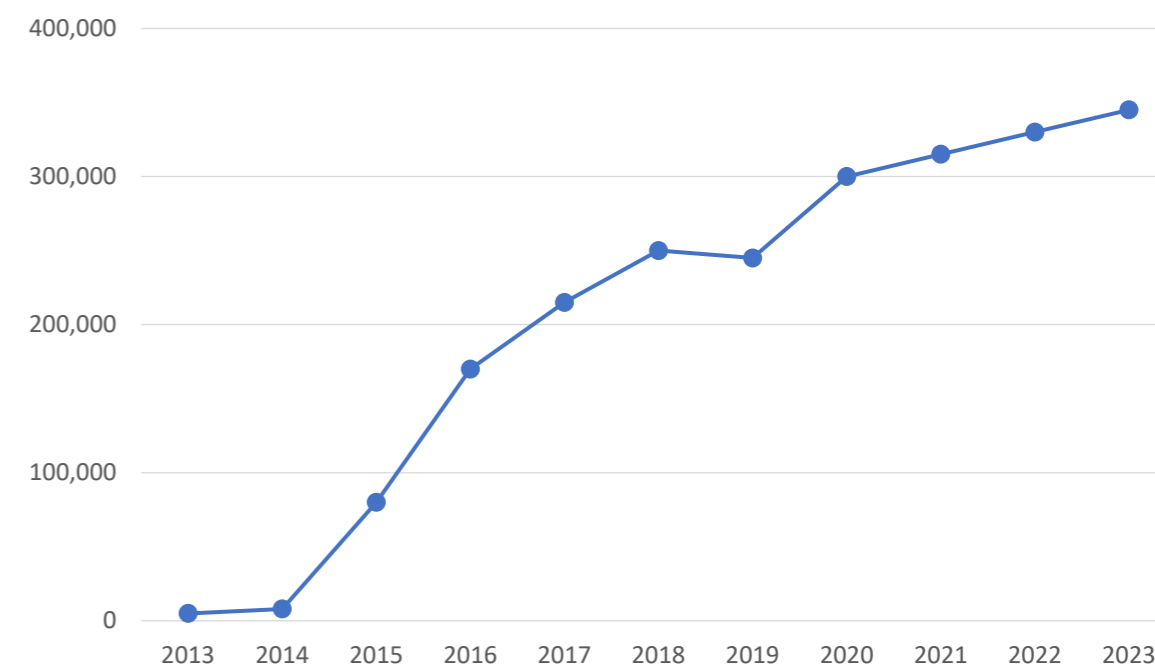
From 2013 to 2023, we have seen an exceptional incremental increase on the average sales price of Christian Hook original oil paintings sold through Clarendon Fine Art and Whitewall Galleries.

**The following statistics provide an insight into the sensational rise in value of Christian's artwork over the course of his career.**

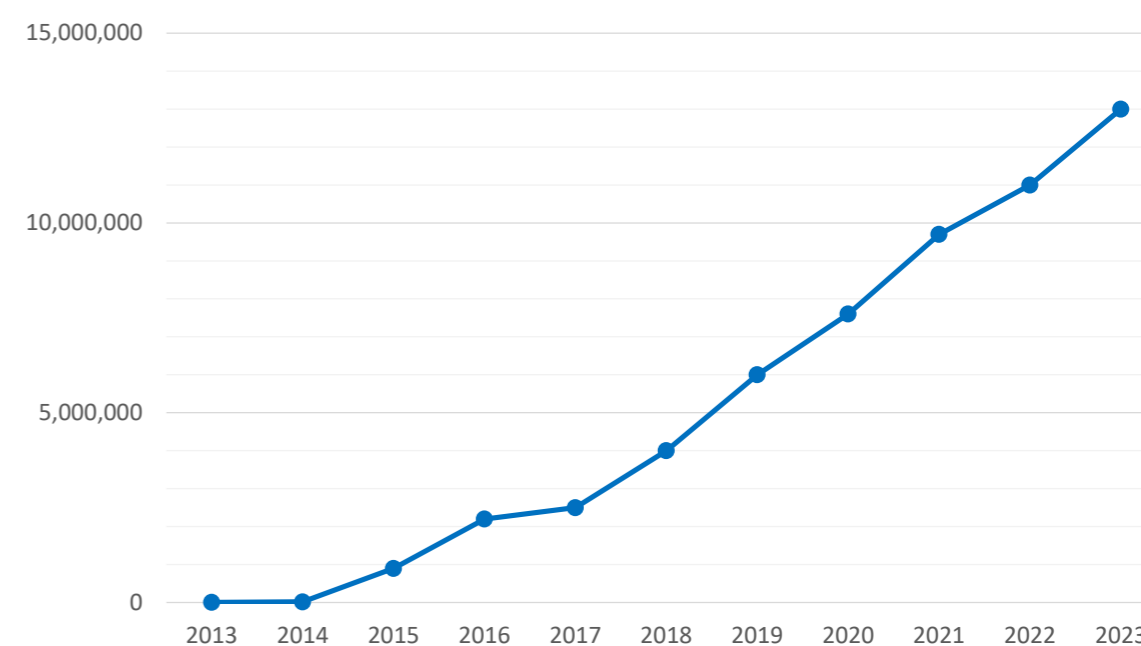
In 2013, the highest sales value of an original Christian Hook painting was £5,000. In 2014, this increased to £12,000. Following his sensational success of 'Sky Portrait Artist of the Year', aired in December 2014, the highest value of an original Christian Hook painting then rose to £80,000. Following Christian's talk and exhibition at Althorp Literary Festival, the most expensive painting sold was £250,000.

**This has continued to climb year on year, and thus far the highest sales value of an original painting in 2023 was £350,000.**

Highest Original Painting price achieved



Total value of Original Paintings sold



# Contemporary Art Market & Case Studies

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Knight Frank's 2023 Wealth Report identifies art as the best performing luxury asset class with the strongest growth over the last 12-month period, having increased in value on average by 29% in 2022, topping the Knight Frank Luxury Investment Index.\*

Following its biggest recession for 10 years in 2020, the global art market recovered strongly in 2021, with sales of art and antiques reaching an estimated \$65.1 billion, up by 29% from 2020, with values also surpassing pre-pandemic levels of 2019.\*\*

## Auction Results

*In May 2023, Christian Hook's small original painting 'Arabian Horse' sold for \$106,250 (incl. fees) at Artsy's Post-War and Contemporary Art auction, well exceeding its original estimate of \$50,000-70,000.*

*This extraordinary result will no doubt be the first of many as we see Christian's work begin to enter the secondary market at auction.*

\*Source: The Wealth Report (© Knight Frank LLP, 2022)

\*\*Source: The Art Market 2022 – An Art Basel & UBS Report (© Art Basel & UBS Global, 2022)

## Case-study 1

### Television and the Art Market

*In 2010, Banksy directed and released a documentary entitled 'Exit through the Gift Shop', which featured several street artists, some fictional and some real, including himself.*

*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 Jan 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%.*

*We expect similar increases in the value of Christian Hook's work as a result of the release of his 10-year retrospective collection and book and the televised PAOTD Sky Arts reunion, which airs on the 4th October 2023.*



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## Financial Times

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'How to Spend' it is the Financial Times' award-winning luxury lifestyle magazine which presents the most desirable objects in the world to a discerning audience of High-Net-Worth Individuals.

The magazine is distributed globally, and has a readership of approximately 904,000 individuals. 28% of the magazines print audience are sterling millionaires, with an average net worth of £878,000. 39% of their readership have invested in fine art, and over a third have purchased fine art in the last year.\*

In 2016, Christian produced a portrait of Dame Kristin Scott Thomas, and the pair were featured together in a special art-themed fashion photo-shoot in Paris, focussed on the painting in question. The inclusion of the portrait in 'How to Spend It' brought about a new level of exposure for Christian's artwork, and introduced his practice to HNWI's across the globe.

\*Source: *FT Internal Circulation Figures* (© The Financial Times, 2018)





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## Sky Arts

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*“I entered The Sky Arts Portrait Artist of the Year competition almost on a whim, feeling that I was ready for a challenge. It allowed me to dig deep and push myself to new limits.”*

In December 2014 Christian was named as ‘Sky Arts Portrait Artist of the Year’. The final was held at the National Portrait Gallery in London and was the culmination of a 10 month search for the most talented portrait artist in the UK and Ireland. Christian won with a portfolio of work completed throughout the series.

**The prize was a commission to paint renowned Scottish actor Alan Cumming.**



Christian Hook, *Alan Cumming - Honey Jar* (2014), oil on panel



Leighton, John, *100 Masterpieces from the National Galleries of Scotland*, (Edinburgh: National Galleries of Scotland)

Christopher Baker, director of the Scottish National Portrait Gallery, said:

*“This extraordinary portrait celebrates the art of performance. It’s a remarkable tribute to a widely admired actor and an impressive work of painterly drama, which displays the skills of a talented artist.”*

## Alan Cumming Commission

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As a result of winning 2014’s Sky portrait artist of the year Christian was commissioned to produce a portrait of actor Alan Cumming which is now on permanent display at the Scottish National portrait gallery.

In May 2015, Sir John Leighton, Director-General of the National Galleries of Scotland, selected his choice of 100 masterpieces from over 100,000 pieces in the collections. The list included works by Rembrandt, Boticelli, Matisse, Picasso, Hockney, and Christian Hook. This was an extraordinary accolade for an artist who had held his first solo show in London only three years earlier.



Christian Hook, *Mick Hucknall – Big Love* (2016), oil on board

## Mick Hucknall

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Over a series of sittings, Christian and Mick talked at length and the enigmatic man behind the world famous public persona began to emerge. Mick has always used songs to express his feelings and Christian's aim was to make the emotion and power of his writing central to the finished portrait.

The final portrait, a piece of extraordinary intimacy and beauty, was unveiled at Clarendon Fine Art in Mayfair to Mick, accompanied by friends, family and Simply Red who came to support him.



## Sue Johnston

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Over the course of three sittings, a hugely affectionate bond developed between Christian and Sue Johnston. Once he began to get to know her he saw that she had a number of different facets to her personality; a warm and charming character, a brilliant actor, and a tireless campaigner. The final work is a diptych with the two paintings at right angles to one another so the viewer is required to participate, walking around a corner to see the two different sides of this extraordinary woman.



## Fabrice Muamba

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The remarkable story of Fabrice Muamba's survival after his heart stopped for 78 minutes gripped the nation. Christian was fascinated by Fabrice's story on a number of levels and wanted to create an evocative portrait that told the story of the man and the miracle. This immensely moving reflection on the death and 'resurrection' of a remarkable man was unveiled at Clarendon Fine Art in Mayfair by Joan Bakewell.



## Painting the Invisible

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In 2022, Christian collaborated with Storyvault to produce a single documentary entitled 'Painting the Invisible'. Hailed as a landmark step for art and science, 'Painting the Invisible' grew from Christian's collaboration with an international team of scientists. Initially inspired by his reading of 'The Order of Time' by theoretical physicist Carlo Rovelli, he was struck by the beauty and poetry of the science and the two had a fascinating meeting to discuss the relationship between the arts and the sciences.



## Chosen by a National Treasure

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Christian returned to Sky Arts screens in 2023 when the channel celebrated a decade of Portrait Artist of the Year by asking all previous winners to come back for a special feature-length episode. The artists were invited to paint a portrait of Dame Judi Dench for display at the National Portrait Gallery in London, and Christian's was chosen by Dame Judi for her own personal art collection.



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## Philanthropy

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Over the last 10 years Christian has become known as a humanitarian as well as an artist. Clarendon Fine Art in Mayfair has hosted an array of auctions and red carpet events raising funds for some superb causes which are close to his heart.



Christian Hook, *Trafalgar Square* (2014), oil on wooden panel, 90 x 160 cm



## You'll Never Walk Alone

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When Christian was painting Sue Johnston the two met at Anfield for one of the portrait sittings. She took Christian to see the Hillsborough memorial and to meet Margaret Aspinall who was the driving force behind the campaign for justice. Christian asked Sue to create a series of footprints on the canvas which he then worked up into her likeness. This idea grew from his wish to include the words of the Liverpool anthem 'You'll Never Walk Alone' which has become so strongly allied to the Hillsborough campaign.

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NOW ON PERMANENT DISPLAY AT THE MUSEUM OF LIVERPOOL

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Christian was so moved by his experience at Anfield that he also promised Margaret that he would paint the city of Liverpool for an auction at Clarendon on the night of the portrait unveiling. Sue's special guest on the night was Margaret Aspinall. The Liverpool painting was auctioned for the Hillsborough Families Support Group.

## Children in Crisis

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When Christian painted Sarah Ferguson, Duchess of York, a strong bond between the two became immediately evident. The Duchess is founder and Life President of 'Children in Crisis', and during her sitting they discussed the possibility of working together to support the charity with an event.

A few months later, Clarendon Fine Art hosted an evening event for 150 invited guests who looked on as Christian painted the Marchioness of Milford Haven, an old school friend of the Duchess. The Duchess herself spoke passionately about the important work the charity does and about her admiration for Christian. An impressive painting from Christian's 'Fragmented Memories' series was auctioned by Mayfair dealer William Mitchell.

## The Hummingbird Foundation

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In 2016 Christian accompanied the World Polo Team as resident artist on their tour of India and China. The tour encourages people from all over the world to come together to share their passion for horses, art and philanthropy. Christian's time in India was particularly significant due to being asked to paint a two hour live portrait of the Maharaja of Jodhpur. But what was most memorable for him was being introduced to Chris and Clare Mathias, founders of The Hummingbird Foundation, a charity dedicated to the prevention of human trafficking in West Bengal, India. Christian was touched by the extensive work the Mathias family had accomplished and felt passionately about supporting their cause.

Later that year Clarendon Fine Art, Mayfair hosted the silent auction of 'Night on a White Horse', a painting that had famously travelled the tour with Christian. Full proceeds were donated to both Children in Crisis and The Hummingbird Foundation.





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## Permanent Collections

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Major private collectors and public museums and art galleries will always seek out work which they believe is of genuine significance in art history. When a contemporary artist appears in these collections, their status is confirmed and their investment potential soars.

Christian now has work in many important private collections including that of The Duke of Edinburgh, as well as in the permanent collection of several major public gallery spaces. He has become one of the UK's most important, celebrated and high profile artists.

## The Museum of Liverpool

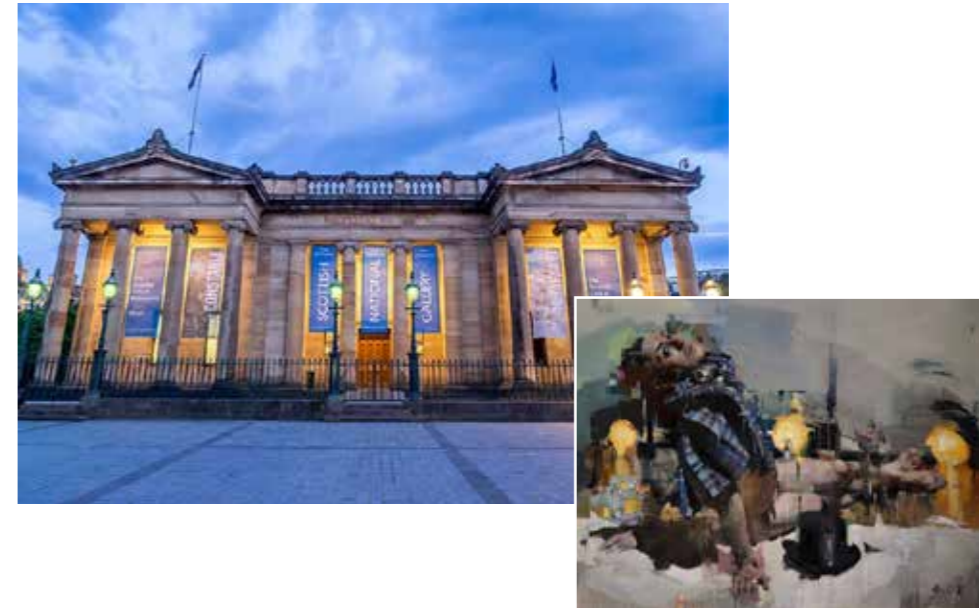
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Christian Hook, Sue Johnston alongside portrait 2014

## National Galleries of Scotland

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## The Bolton Museum

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Christian Hook, Amir Khan Portrait 2014, oil on board

## The Victoria and Albert Museum, Scotland

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Christian Hook, Alan Cumming alongside Portrait, 2022





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## Freedom of the City

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In 2017, Christian was accorded the rare honour of Freedom of the City in Gibraltar by the Gibraltar Parliament.

Christian was presented with a Medallion of Honour. The engraving on the medal reads:

“Bestowed by the Gibraltar Parliament on behalf of the people of Gibraltar for exceptional service and contribution to the interests of Gibraltar and its people”.



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## Althorp Literary Festival

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In 2018, Christian was invited to be the opening speaker at the 15th Althorp Literary Festival where he presented his first beautiful hardback book, 'La Busqueda' ('The Search').





As an admirer of Christian's work, Earl Spencer also accorded him the rare honour of exhibiting in the estate's magnificent Tudor Picture Gallery, whose permanent collection includes such masterpieces as van Dyck's *War and Peace*. Christian created a new series of paintings for this event and there was a private view for guests of the Earl before the exhibition opened to festival-goers. He also took the opportunity to launch Expedition, his stunning new collection of limited editions.

Christian was in the company of many other distinguished guest speakers including historian and broadcaster Dan Snow, The Great British Bake Off's Prue Leith and creator of Downton Abbey Lord Julian Fellowes. The BBC's Marilyn Imrie interviewed him in front of an audience of 400 people, and more than 1500 collectors attended the event and visited the exhibition.



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## Validation

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*“Christian’s arrival into mainstream modern portraiture, notably through the medium of television, has been startling and head-turning. He has fused three main ingredients for a successful portrait; likeness, empathy and artistic modernism. Added to this, his application of paint demonstrates a rare degree of technical virtuosity. His characterisations and compositions remain consistently fresh and original, as well as being sensitively engaged with the individual humanity of his sitters. It is always exciting to find a portrait painter who conquers the requirements of pleasing his subject without which he would be unable to flourish – while retaining objectivity and distinction.”*

**Philip Mould OBE**, art historian, art dealer, writer and broadcaster.



*“Christian creates work which interrogates the boundaries between figuration and abstraction beautifully, lending his sitters a unique sense of energy. I love the way his work is so filmic, it speaks of another era in some ways but yet feels totally new.”*

**Kate Bryan**, British art historian and curator, head of collections for Soho House Globally, judge on Sky Arts PAOTY.



*Christian Hook was prodigiously skilled before his triumph at the 2014 Sky Arts Portrait Artist of the Year. His painterly performance that year however delighted everyone: the subject of his portrait, the brilliant actor and writer Alan Cumming; the National Galleries of Scotland, whose collection the painting was destined for; and the viewers drawn in by the delightful insights that the related Sky Arts programmes provided to the riveting alchemy of portrait practice.*

*When a book was published in 2015 highlighting one hundred key works in the collection of the National Galleries, Christian's painting of Alan Cumming was included. This was entirely justified, but high praise indeed, in view of the nature of the collection – which ranges across many of the mountain tops of European art, from the Renaissance onwards.*

*His work was seen to signify the vitality of painted portraiture and all the craft and insight it can convey in a world where digital imagery might perhaps pose a challenge to and undermine such skills. His art has continued to fulfil this important role and Christian has proceeded to portray in paint other extraordinary subjects in his distinctive, flamboyant, energised style: among them Sue Johnston OBE, Dame Kristin Scott Thomas, Sir Ian McKellen, Will Young and Sir Richard Branson. (What a riveting dinner party that line up would make!)*

*The word 'sitter' was traditionally used to describe the subjects of painted portraits – as they had to sit very still in an artist's studio, being drawn, painted and scrutinised often over a considerable period of time. It seems a wholly inappropriate term for Christian's subjects: this is because he delights in and conveys above all a powerful sense of animation and movement. His restless subjects live and perform for him and us, progressing through space, almost as though trying to burst free from the constraints of the painting and defy the inevitable role of such works – to stop time at a particular moment and crystallise a process of commemoration.*

*Amid all this whirlwind of activity there is always though a disciplined fixed point; you recognise and connect in an intimate way with the people in his portraits, thanks to Christian's precise observational, empathetic and technical skills.*

*Where next? What is certain is that we should all continue to enjoy and watch closely over the coming decade the fireworks in paint produced by such a meteoric talent.*

**Christopher Baker** is an Hon. Professor at Edinburgh University; he was a Director at the National Galleries of Scotland for 10 years and commissioned the portrait of Alan Cumming by Christian Hook, the first prize for winning the 2014 Sky Arts Portrait Artist of the Year.



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## Publications

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Galton, Jeremy, *The Encyclopaedia of Oil Painting Techniques* (Kent: Search Press) 2017

Hook, Christian, *La Busqueda* (Lichfield: DeMontfort Fine Art), 2016

Leighton, John, *100 Masterpieces from the National Galleries of Scotland*  
(Edinburgh: National Galleries of Scotland), 2015

Little Book of Portraits and Portrait in a Day, Quadrille publishers.

Hook, Christian, *The Anatomy of a Concept* (Lichfield: DeMontfort Fine Art), 2023



*In 2023, Clarendon Fine Art celebrated the 10th anniversary of our relationship with Christian Hook. Over this intensely rewarding decade, Christian has become one of the most sought-after artists in the world, impressing art historians and critics and becoming a huge draw for serious collectors and investors. A brilliant communicator and charismatic broadcaster, he has also reached out beyond the art establishment, travelling extensively to find subjects which capture the zeitgeist and defying the traditional boundaries between popularity and elitism.*

*Christian's art finds its roots in tradition yet breathes with a contemporary vitality that is both refreshing and nuanced. In an expertly choreographed dance of colour and light, past and present converge to offer multiple viewpoints on a*

*single subject, and his fractured images intersect to create complex and beautiful studies in time and motion. Each piece reflects a deep appreciation for classical art but is driven by his interest in science and philosophy and his ongoing quest for innovation and renewal.*

*In today's multimedia landscape, where artistic expression encompasses an unprecedentedly broad spectrum, Christian has achieved something genuinely rare; an authentic and personal style which is not simply recognisable - it is unmistakable. He has explored many different paths in his search for greater self-expression and artistic truth, and this beautiful and timely book both charts this search and confirms his position as one of the foremost artistic voices of our time.*

**Helen Swaby, C.E.O. Clarendon Fine Art**

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