

DAVSON

HOW ART GAINS VALUE

by Celia Berrell

Whether you are viewing a painting for its inspiration or investment potential, there are ways that enhance the appreciation process - both for the viewer and the painting.

How can we really tell if a painting is good or not? The beauty or impact of a painting can be a very personal thing. But there's more to valuable art than just a pretty face.

Good Sports

Like a promising race horse, aspects of a painting's value can be found in its track record. How and where it has been on show, its performance and provenance. If it belongs to a well-known artist, it will be starting the race with favourable odds through its inherent breeding. There is also value in understanding the narrative and artist's motivation for the image. A good painting will surely "speak" to you!

Another way to lift an artwork's game is by teaming it up with a high profile personality.

Being rich or famous doesn't automatically give someone cultural credibility. However being a philanthropist, art patron or sporting sponsor can. And any creative items they support tend to gain credibility from this relationship. We find many celebrities share their success through charitable foundations or as ambassadors of awareness for worthy causes. For example, Layne Beachley helps young women reach their dreams through her *Aim for the Stars Foundation*. Many celebrities are also private art collectors.

Can you match the following celebrities (1-4) to the artist (A-D) whose work they have bought:

1. David Beckham - A C Milan footballer
2. Pat Farmer - Australian Ultra-Marathon runner
3. Hugh Grant - British Actor
4. Val Kilmer - American Actor

- A. Damien Hirst
- B. Roxy Paine
- C. Sharon Davson
- D. Andy Warhol

Turning Point

Davson the artist has taken sporting and art affiliations to a new level. Last year, she became the first artist to sponsor an international sporting event. Australia's Ultra-Marathon star Pat Farmer has completed his incredible *Pole to Pole* run and Davson is one of the sponsors of Pat's 21,000 kilometre run through 14 countries (see www.pole2polarun.com).

Pat Farmer explained "A decade ago, I was so

impressed with her art that I commissioned her to create a painting for me. She did, and it is a beautiful visual narrative of my life."

The commissioned painting *Turning Point* echoes his breakthrough of inner strength and tranquility through inspired mental determination on these ultra-long marathons. Creating art works about Pat's *Pole to Pole* run, which he undertook in support of Red Cross clean water projects, is one aspect of Davson's sponsorship.



Enduring Spirit

The power to last the distance etches footprints in the sky and stamps true words upon the path below.

Horizons drawn from hopes and dreams beguile the focussed eye. Endurance goes beyond the page of everything we know.



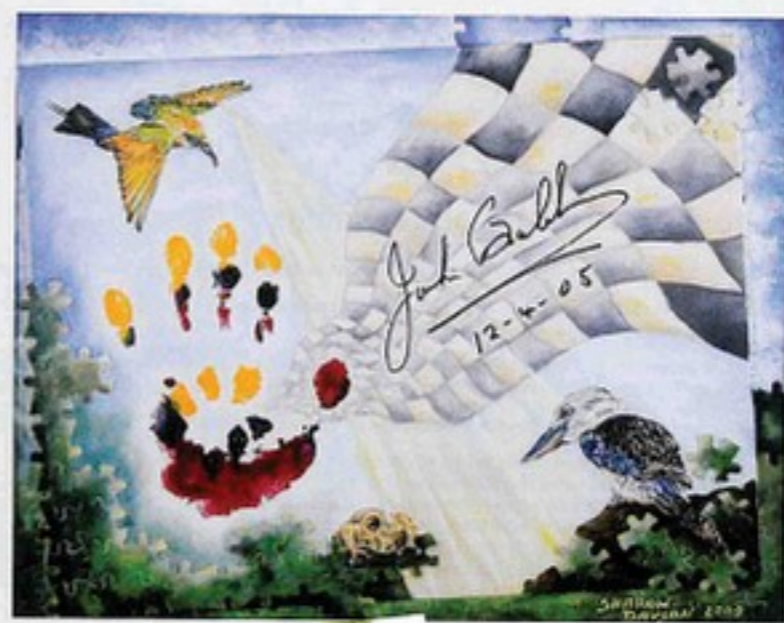
Over 300 world leaders from differing fields have been associated with Davson's creative endeavours including from the top: cricket legend Ian Chappell, Surfing World Champions Mark Richards and Layne Beachley, Tennis Number One John Newcombe AO, co-owner of Newman Haas racing Carl Haas, World Champion F1 and IndyCar Champion Sir Nigel Mansell, and World Champion F1 driver and constructor Sir Jack Brabham.

2011 was a year of "Turning Points" for Davson as well. This includes the sale of *On the Ark of Salvation*, which set a new sales record at \$1.3 million for a painting by a living Australian artist.

Such achievements are a result of significant activities from both the art and the artist. Throughout her career she has gained reputation and representation within public and private art collections, presented major survey exhibitions which toured in public

galleries and participated in a range of affiliated initiatives.

Unlike the share market and some other forms of investment, over the past three decades, Davson's art has doubled in value approximately every five years. This occurs through activities that go beyond the art of painting itself. A good painting will have a track record of its valued achievements and pedigree in progress. ■



Winning Combination which includes an original autographed handprint by Sir Jack Brabham; photos by David Wallace.



Contact Davson, the artist's management team, and learn more about investing in art, why her art has returned an approximately 20% per annum growth for collectors and investors for nearly three decades, and how acquiring her original art could enhance your super fund.

enjoy the benefits...

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