



MR. BRAINWASH'S MARKET OVERVIEW
DEODATO GROUP

ARTIST OVERVIEW

Mr. Brainwash, pseudonym of **Thierry Guetta**, is a street artist of French origin, born in **1966**. Guetta gained fame for his iconic style that mixes elements of **pop culture with street art and stencil techniques**. His colorful and pop work has attracted **international attention**, with exhibitions, installations, and displays around the world.

MARKET OVERVIEW

In the past two years, Mr. Brainwash's art has experienced a period of great success, benefiting from his **renowned reputation** and the **growing appreciation for street art** as an authentic and valued art form.

His creations, ranging from **unique pieces to multiple works**, have reached considerable prices in both art galleries and auctions, attracting both **art lovers** and those interested in a **good investment**.

OVERALL Return on Investment

+ 56 %

The **average price** of the artworks held by the Deodato Arte gallery, which has had the exclusive Italian representation of the artist since 2017, recorded a **percentage increase** of about 56% between 2017 and 2023. This trend confirms the growing market appeal for **street art**, highlighting this movement as a **lucrative area for investments**.



AUCTION SALES

+ 1.128.638 €

The **auction sales revenue** for Mr. Brainwash in **2022** reflects the **growing appreciation** and the established position of the artist in the contemporary art scene.

**data from ArtPrice*

TYPE OF ARTWORKS

UNIQUE PIECES



Paper

Work Well Together



Canvas

With all my love



Neon

All you need is love



Wall

Chaplin

ONE OF A KIND

HAND-PAINTED MULTIPLE



Sculpture

Graffiti Spray Can



Retouchè

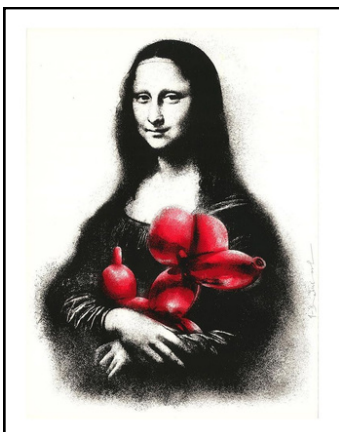
Rubik's Venus



Retouchè Silkscreen on paper

Tram Milan

MULTIPLES (signed and numbered)



Silkscreen on Paper

Rescue



Sculpture

Life is beautiful - Black



Spray can

Spray Can Milano - Black

Mr. Brainwash, Everyday life,
Unique piece



MR. BRAINWASH

INSIGHTS

Analyzing the primary market reveals an average **increase** of **56%** in the value of Mr. Brainwash's artworks **from 2017 to the present**.

The **market evaluation index** for the artist has shown sustained **growth** over the years, peaking in **2022** and remaining stable throughout 2023.

A significant peak was indeed reached in **2022**, during which the unique artwork "**Subway Panel**" (2016) fetched a **winning bid** of **€309,537** at an auction held at **Abell Auction**.



The artist boasts a **vast production** characterized by both iconic **Unique Pieces** created on various mediums (canvas, panels, paper, mirrors) and **Multiples** with varying editions.

MULTIPLES

The **lively auction market** shows an interesting trend regarding the **Multiples**, often fetching prices significantly **higher than those estimated** by the auction houses themselves.

UNIQUE PIECES

On the other hand, the **scarcity of Unique Pieces** in auctions indicates art galleries, particularly those with **exclusive agreements** with the artist, as **privileged venues for direct purchases**, reflecting a primary market controlled by the artist.

AUCTION RECORD



RECORD HAMMER AUCTION

Hammer Price:

309.537 €

Abell Auction Co., 2022

SUBWAY PANEL (2016)

Subway Panel (2016)

Lot # 200

Painting

Mixed media, stencils/aluminum,
plywood & plexiglas

213 x 726 cm

The artwork **exceeded its original estimate**, ranging **between €96,730 and €193,461**, reaching a price of over **€370,000**, including the buyer's commission.

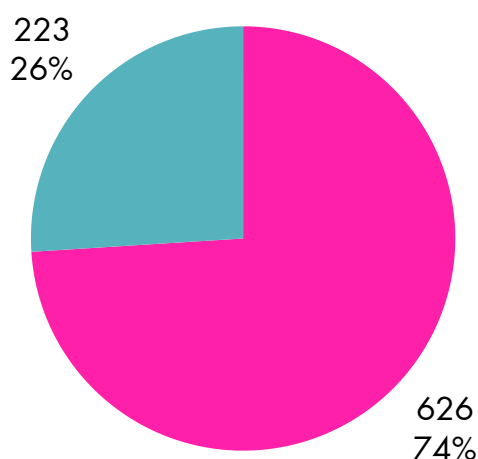
Immersed in a hallucinogenic patina of stencil graffiti and mixed materials on aluminum composite and Plexiglas, the artwork **vividly represents the artist's expression of street art**. In addition to bearing the signature and the iconic motto "Life is beautiful," the work is characterized by Mr. Brainwash's unmistakable style, rich in colors, references, and pop elements.

**data from Artprice*

WORKS SOLD AT AUCTION 2017-2023

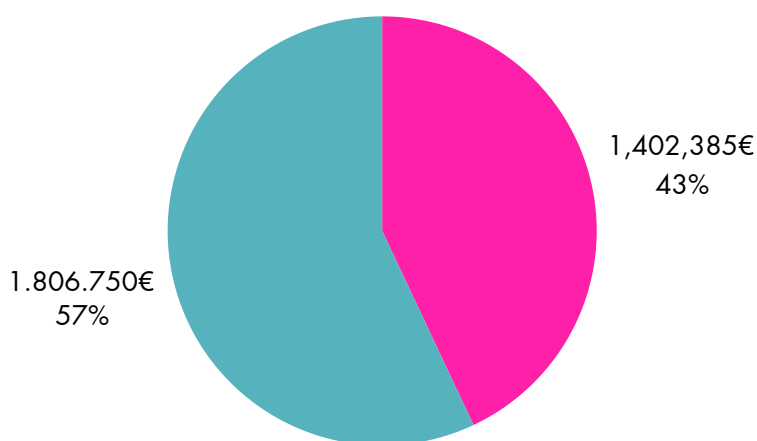
NUMBER OF LOTS SOLD PER CATEGORY OF ARTWORK

■ Multiples
■ Unique works



REVENUE BY CATEGORY OF LOTS

■ Multiples
■ Unique works



**data from ArtPrice 2017-2024*

Analyzing market data, there is an abundance of multiples at auction, while **only 26%** of the lots are **unique pieces**: this reflects Mr. Brainwash's artistic production, as he has always been careful to manage the distribution of his unique works.

Unique pieces significantly influence the overall sales volume, accounting for more than half of the total revenue and specifically **57%**, despite representing only 1/3 of the total number of lots sold. Due to the **rarity** of unique pieces, resulting from the artist's direct production, these works are more **difficult to find** on the secondary market compared to multiples.

This data emphasizes how **art galleries selected by the artist** to manage his **primary market** are the preferred channel for purchasing these **high-value transactional pieces**.

On the next page, the advantages of purchasing the street artist's works directly from the primary market will be highlighted.

THE PRIMARY MARKET

Why buy Mr. Brainwash's artworks at Deodato Arte?

RETURN ON INVESTMENT

+ 56 %

**Data on the increase in selling prices from 2017 to 2023*

DIRECT RELATIONSHIP WITH THE ARTIST

Wide Availability of Works

The artist exercises **direct control over the distribution** of his **artistic production** by **selecting the art galleries** to entrust it to.

This selection mechanism allows galleries with a **direct relationship with the artist** to have an **extensive inventory**, including a **wide variety of subjects and artworks**, including highly rare unique pieces, as well as **limited editions with very low print runs** (which are more difficult to find on the secondary market).

Exclusive on the Italian Market

Deodato Arte not only enjoys a direct relationship with the artist but also holds the **exclusive Italian rights to this relationship**.

This privileged condition allows the gallery to **offer artworks with exclusive selling rights in the Italian territory**, thereby increasing the **prestige** and potentially the **resale value** of the works themselves.

Additional Services

- Opportunity to **view and evaluate works live** before purchase to fully appreciate their quality and detail.
- Benefits such as **authentication** services, **expert advice**, personalised framing and advice on the care and display of works.

CLIENT RETURN

These returns indicate the **percentage increase** in price between **2017** and **2023** for the artworks held by Deodato Arte, which has held the Italian exclusive rights to the artist since 2017.

In particular, it was decided to compare the price of a **unique paper piece** from 2017 with the price of another unique paper piece from 2023 of the same dimensions to analyze the price variation over the last 6 years. The same operation was carried out for a **unique piece with neon**.



WORK WELL TOGETHER (2023)

Mixed Media on Paper
Unique work
127x96 cm

+ 47%



WITH ALL MY LOVE (2023)

Mixed Media on Paper
Unique work
76x56 cm

+ 25%



WITH ALL MY LOVE (2019)

Neon light bulb and mixed media
on canvas in plexyglass box
Unique work
123x123 cm

+ 97%

AUCTION INCREASES

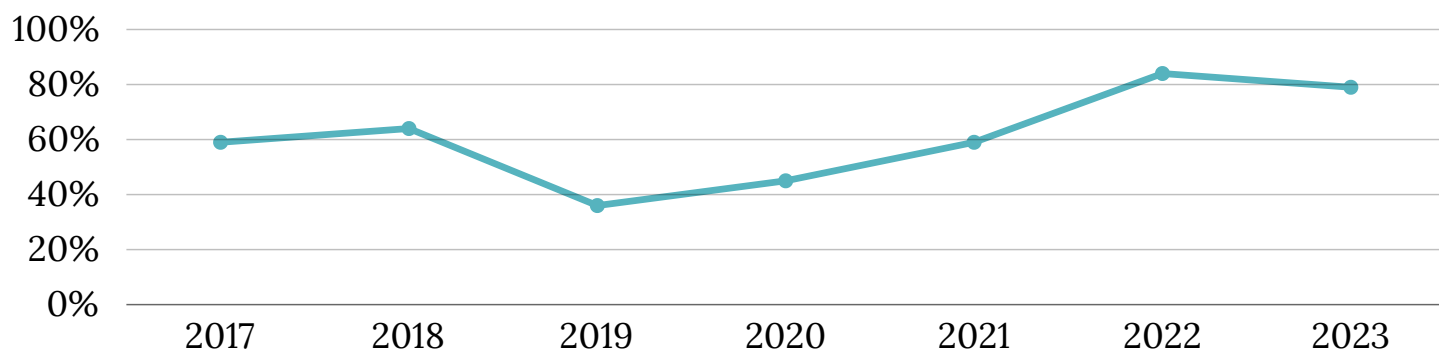
In this section, the **auction performance** of Mr. Brainwash's artworks will be analyzed.

The statistics to be presented reflect the **percentage growth of the auction hammer prices** of Mr. Brainwash's artworks, **surpassing the initial estimates** provided by the auction houses.

GENERAL TREND

Below is a graph representing the **general trend** of Mr. Brainwash's artworks at auction. The graph was obtained by calculating the annual average of the percentage increases between the **hammer price** and the **maximum estimated value** of the artwork at auction.

This method allows us to observe how, year after year, the market has evaluated Mr. Brainwash's artworks **compared to the initial estimates provided by the auction houses**, highlighting the trends of growth or decline of his works in the context of auctions.



**data from ArtPrice 2017-2023*

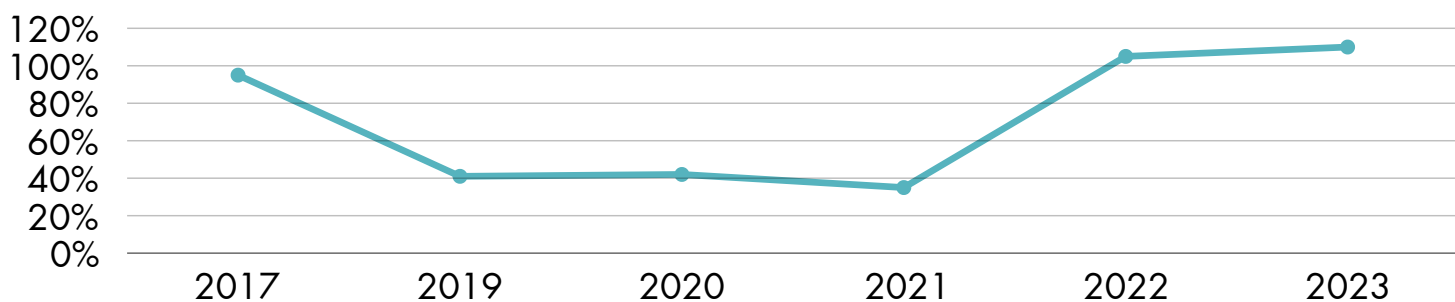
On the next page, the auction results related to the different types of Mr. Brainwash's artworks will be analyzed in detail. The auction trends for **various categories** of works, including **unique pieces on canvas**, **unique pieces on paper**, and **multiples on paper**, will be examined.

The aim is to provide a comprehensive and in-depth overview of the market for Mr. Brainwash's artworks, considering the **evolution of prices** over time and the interest of collectors.

AUCTION INCREASES

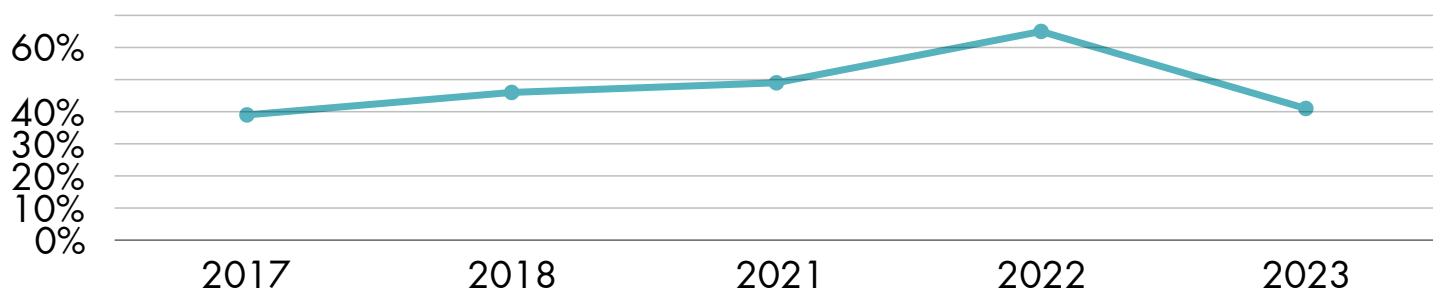
The graphs below indicate the **percentage increase** with which the artworks, **divided by type**, were auctioned compared to the maximum estimated price provided by the auction houses.

UNIQUE WORKS ON CANVAS



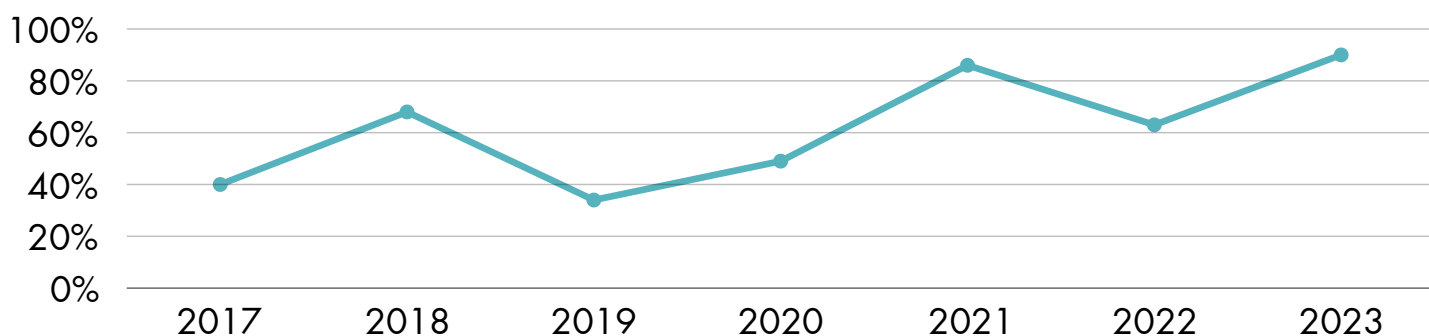
**data from ArtPrice 2017-2023*

UNIQUE WORKS ON PAPER



**data from ArtPrice 2017-2023*

MULTIPLES ON PAPER



**data from ArtPrice 2017-2023*



“
Art cannot be criticized because
every mistake is a **new creation**.
”

TIMELINE

1990s

During this period, he **meets and works with artists such as Shepard Fairey and Banksy**, becoming particularly well-known for his relationship with the latter.

2000-2007

Guetta begins **documenting** the **street art** scene and the work of artists, recording everything with his **video camera**. During this period, he develops an interest in street art and befriends many **prominent artists** of the movement.

2008

Guetta **begins creating** art under the pseudonym Mr. Brainwash, presenting his **first solo exhibition** called "**Life is Beautiful**" in Los Angeles. The event becomes a great success, attracting the attention of the media and the public.

2010

Mr. Brainwash gains further notoriety with his involvement in the **documentary "Exit Through the Gift Shop,"** directed by **Banksy**. The film presents the story of Guetta himself and his transformation from a documentarian to a successful artist.

2010-TODAY

After the success of the documentary, Mr. Brainwash continues to create street and contemporary art, holding **exhibitions worldwide** and **collaborating with brands and celebrities**. His works range from graffiti to paintings on canvas, installations, and conceptual art pieces.

ICONIC SUBJECTS

WORK WELL TOGETHER

The subject "Work Well Together" is one of the artist's most iconic pieces, encapsulating all the **positivity and joy typical of Mr. Brainwash's art**. The protagonists of the composition are a **boy** and a **girl** who sweetly embrace from behind as they admire the view. The children are seated on a wooden bench, accompanied by a dog that looks toward the observer.

BANKSY'S BALLOON GIRL

As a **tribute** to his friend and colleague **Banksy**, Guetta often depicts the iconic Balloon Girl, set against a backdrop of vibrant colors, quotes from other street art pieces, and references to popular culture. These elements are iconic and unmistakable signs of the artist's style that accompany the figure of the girl.

EINSTEIN

Physicist Albert Einstein is another of the artist's most beloved and iconic subjects. The great myth, a universal icon of **genius**, comes to life amid shapes and colors, holding a **sign** that reads "**LOVE IS THE ANSWER**." The phrase is a powerful message of love and positivity, one of Mr. Brainwash's favorite mottos. The portrait of Einstein captures the essence of one of the twentieth century's brightest minds and emphasizes the importance of **imagination** and **creativity**.

EVERYDAY LIFE

The **monkey**, often depicted by Mr. Brainwash alongside phrases like "**Life is Beautiful**," "**Follow your dreams**," or "**Never give up**," serves as a spokesperson for these messages. This symbol has become a distinctive trademark of the artist, embodying his **playful** yet **profound** approach to art and life, inviting viewers to find **beauty** even in the everyday chaos.

BANKSY'S THROWER

The "Banksy Thrower," inspired by Banksy's iconic "Flower Thrower," is one of Mr. Brainwash's most **provocative** works. While in Banksy's artwork, the man is depicted throwing a bouquet of flowers, Guetta portrays him ready to throw a "**Art for Dummies**" **book** instead. The piece transforms an **act of protest** into a **gesture of peace**, confirming the power of art as a tool for **social change**.

INSTALLATIONS



Muhammad Ali - heavyweight ideals, Louisville (2023)

The most recent installation by Mr. Brainwash, titled "**Follow Your Heart**," was unveiled by the **Rodeo Drive** Committee in **Beverly Hills** in February **2024**. This outdoor public artwork consists of twelve **monumental heart-shaped sculptures** in vibrant hues. Crafted from fiberglass and stainless steel, these artworks enhance one of the world's most famous and iconic streets.

Through the installation, Mr. Brainwash emphasizes that each sculpture represents a universal connection and **invites everyone to follow their hearts**. The installation has garnered enthusiasm among residents, tourists, and visitors, seamlessly integrating with the iconic atmosphere of Rodeo Drive.



MR. BRAINWASH ART MUSEUM



The street artist Mr. Brainwash opened an **art museum** in **Beverly Hills** on December 18, **2022**. This museum, hosted at the Paley Center for Media, features **immersive and multimedia installations** that explore the artist's **production and evolution**.

Mr. Brainwash is known for his positive outlook on life, as indicated by his motto "Life is Beautiful," which is at the heart of the museum itself.

The museum's goal is to **spread hope and positivity** through works that remind us of the beauty of life even in unpredictable moments.

This museum marks the culmination of a decade of solo exhibitions worldwide for Mr. Brainwash, highlighting his artistic evolution since he became famous thanks to the documentary "Exit Through the Gift Shop."



MURALES IN NEW YORK



In 2014, in honor of **September 11th**, Mr. Brainwash wanted to demonstrate his love for the city of **New York** by creating the **largest mural installation** he had ever attempted.

A tribute to the victims of 11/09 the mural covered an entire city block, facing the new One World Trade Center.

The artwork provided New Yorkers and tourists alike with the opportunity to reflect on this tragedy and to feel pride for the people who make New York such a **unique and special place**.

The creation of this mural not only represented a gesture of **commemoration** but also underscored the **resilience** and **strength** of the New York community.



"I LOVE ITALY" CHARITY PROJECT



Handwritten signature of the artist, likely Deodato Arte.

In 2020, Deodato Arte Gallery promoted a fundraising initiative to support the **fight against Covid-19**, involving Mr. Brainwash, known for being a spokesperson for **optimism and resilience**.

The artist enthusiastically accepted the invitation to participate in the project, putting all his **creativity in service of the cause**. Thus, "I Love Italy" was born, an artwork dedicated to the Italian people, with 15% of the proceeds donated to **charity**.

"I Love Italy" is a heart-shaped balloon, featuring the colors of the Italian flag, with a string forming the word "Love," symbolizing **hope, courage, and comfort** during the Covid-19 emergency.

In less than a month, the artwork sold out.

The proceeds from the sales were allocated to projects selected by the **#MilanoAiuta** Fund, which supports interventions benefiting children, homeless people, lonely seniors, and individuals with disabilities.

Furthermore, Deodato Arte and the artist decided to donate some of the "I Love Italy" artworks to the beneficiary facilities of the projects, in order to provide comfort to the residents of the involved institutions.

MR. BRAINWASH & FRIENDS

Throughout his career, Mr. Brainwash has captured the attention and admiration of many **international celebrities**. His unique artworks, filled with energy and positivity, have become **sought-after pieces** in the **collections** of numerous **artists, actors, and icons of popular culture**.

In this section, we present some photos depicting Mr. Brainwash alongside these celebrities, showcasing the impact and influence of his art in the world of entertainment and beyond.



Miley Cyrus



Al Pacino



Papa Francesco



Michelle Obama



Fedez



Kris Jenner



David Beckham



Stan Lee



Kanye West



Johnny Depp



Rihanna



Dalai Lama



Pelé



Rita Ora



David Guetta



Eva Longoria

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OUR DEDICATED INVESTMENT ADVISORY GALLERY IS NOW OPEN:



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Deodato Arte
Via Nerino 1, Milan



Deodato Arte
Via Giulia 122, Rome



Deodato Arte
Via Garibaldi 22, Pietrasanta



Deodato Arte
Via San Fermo 48, Padova



Deodato Arte
Via Dal Bagn 52, St. Moritz



Deodato Arte
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Deodato Arte
Waterfront Costa Smeralda,
Marina di Porto Cervo



Deodato Arte
Piazza degli Ulivi, Chia (SU)

The Deodato Arte team of advisors will evaluate your needs and find the best artworks for you.



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