

Gregory de la Haba, 4 paintings from the "Easy Suite" series 2024 & 3 paintings from the "Everything is Made of Light" series 2023

With a pedagogical lineage tracing back to the esteemed Jacques-Louis David, his work explores themes ranging from addiction to the mysterious concept of Duende, embodying a raw and genuine artistic expression. We acquired 7 of his fascinating works at 20% below the current gallery prices.



26,7%
Net ROI p.a.

3 - 5
Years



High
Return

3 Reasons to Invest

- 1. Return Potential** 📈: An investment of 500 EUR is projected to be worth approximately 1,630 EUR in 5 years.
- 2. Cost-to-Return Ratio** ⚖️: After deducting 4.1% in annual total costs (including exit fees), your net return could reach 26.7% per year.
- 3. International Representation** 🌟: Since 2022, de la Haba has been represented by Geuer & Geuer Art, a prominent German gallery based in Düsseldorf. The gallery will host a highly anticipated solo show featuring works from his "Easy Suite" series, which will be offered at prices 20% higher than those in our current offering. Additionally, this series will be showcased in a solo exhibition organized by the Luisa Catucci Gallery in Berlin this December.

Asset Details

Details	Information
Name	“Easy Suite” series: Easy #1, Easy Diptych #8, Easy Diptych #15, Easy #6 & “Everything is Made of Light” series: Blockchain Tension, A Painter’s Past Emerges, Mending Paulina
Artist	Gregory de la Haba
Year	“Easy Suite” series: all 2024 & “Everything is Made of Light” series: all 2023
Size	198.12 x 111.76 cm; 198.12 x 223.52 cm; 198.12 x 223.52 cm; 198.12 x 111.76 cm; 198.12 x 154.4 cm; 198.12 x 154.4 cm; 198.12 x 154.4 cm
Number of editions	All unique
Material	“Easy Suite” series: all oil, spray paint with Krink Markers on printed canvas. “Everything is Made of Light” series: Oil on canvas; Oil on linen; Oil on canvas
Signature	For the “Easy Suite” series paintings (Easy #1, Easy Diptych #8, Easy Diptych #15, and Easy #6), the signature can be found on "the trains" in the upper right-hand corners or bottom middle. For the “Everything is Made of Light” series paintings (Blockchain Tension, A Painter’s Past Emerges, and Mending Paulina), the signature is located on the back of the paintings.

Details	Information
Asset ID	271foegb-8210-4385-bd63-972e1abo8oe2
Total asset value in EUR	98,200
Purchase price in EUR	86,950
Platform fee in EUR	5,250
Transportation, storage and insurance in EUR	6,000
Number of Splints	1,964

Investment Case

Valuation Summary 📝 To ensure the competitiveness of the investment, we conducted a thorough verification of the purchase price by analyzing recent gallery transactions. Our analysis confirmed that the price offered, inclusive of all associated fees, is highly competitive. To estimate the potential ROI, we used the average annual price increase of his paintings over the past two years. For our conservative scenario, we assumed the value of the painting would grow at the rate of Swiss inflation, reflecting a defensive approach. In the balanced scenario, we factored in a 60% probability of realising a 50.5% (CAGR past 2 years) annual return for the period. Finally, in the ambitious scenario, we factored in a 100% probability of realising a 50.5% (CAGR past 2 years) annual return for the period.

Exit Options at Maturity 📖 We will manage the exit strategy in collaboration with our expert M&A Arts on behalf of our investors, ensuring the best possible outcome based on market conditions at the time. Depending on the prevailing market situation, the paintings will be sold to a private collector or offered as single lots at an auction for contemporary art. An auction is considered if the price has developed to the point where the minimum bid matches the market value and there is high demand for works by the artist. Both options are carefully considered, and we will choose the one that maximizes the return for our investors.

Why Invest in This Category? 🎨 For centuries, art was collected for its cultural, emotional, intellectual, political, and economic value. Investing in emerging artists offers a mix of financial potential and personal satisfaction, making it an appealing option for both new and seasoned collectors.

Why Invest in This Asset? 💎 Investing in Gregory de la Haba's artwork presents a compelling opportunity, with strong momentum driven by increasing global recognition and a history of price appreciation. Since 2022, the prices of his works have grown by over 50%, and they are expected to continue climbing, with recent and upcoming exhibitions adding to his international prominence. Represented by Geuer & Geuer Art in Germany, de la Haba's "Easy Suite" series is set to be featured in a solo show at their gallery in

Düsseldorf, where prices are projected to be 20% higher than those currently offered. This series will also be showcased in Berlin at Luisa Catucci Gallery in December 2024, further boosting his visibility.

De la Haba has expanded his market reach through strategic collaborations, including with a prominent Korean dealer and private collector who has not only acquired many of his paintings but has also acted as his agent, placing his works in major shows such as Art Busan, a leading art fair in Korea scheduled for May 2025. This dealer previously organized a solo exhibition for de la Haba at the Hangaram Art Museum in Seoul in 2023, where around 20 paintings from the “Everything is Made of Light” series were displayed. Additionally, de la Haba has worked with renowned contemporary art curator Massimo Scaringella, who is organizing a traveling exhibition to showcase his latest paintings at prominent venues throughout South America, including Argentina, Chile, Peru, and Brazil. With current offering prices as much as 20% below gallery prices, and de la Haba’s trajectory for long-term value appreciation, this investment offers a significant opportunity for returns.

Context in Time 🕒 Gregory de la Haba’s international recognition has surged, with upcoming exhibitions in Europe, South America, and Korea. With gallery prices increasing by over 50% since 2022, his growing global presence offers strong potential for value appreciation and significant investment returns.

Conclusion 🎯 Investing in Gregory de la Haba’s artwork presents a rare opportunity to capitalize on the rapid growth of an emerging artist with increasing global recognition. His rising prices, high-profile exhibitions, and strategic partnerships suggest continued momentum and potential for significant returns. With current offering prices below gallery rates, this is a prime moment to invest in a dynamic artist poised for long-term value appreciation.

Projection

De la Haba's artworks offer high return potential. The expected annual return ranges between 1.4% and 46.3%, depending on market conditions.

Here's the projected value of a Splint at maturity:



All information is provided to assist in decision-making and does not constitute investment advice. The projected estimates are based on past performance data. Please note that past performance is not necessarily indicative of future results. Different types of investments involve different risks and there can be no guarantee that the future performance of any particular investment or product referred to directly or indirectly in this investment opportunity will be profitable, achieve the relevant stated level of performance or be suitable for your portfolio. Due to various factors, including changing market conditions, the content may no longer reflect current opinions or positions.