

Móyòsóré Martins, What If 2022 & Now and Then II 2023

Móyò has become a cult figure among a rapidly growing and devoted collector base across continents, positioning him as an emerging phenomenon in the art world. To date, approximately 300 of his paintings have been placed with collectors.



28.0%
Net ROI p.a.

2 - 4
Years



High
Return

3 Reasons to Invest

- 1. Return Potential** 📈: An investment of 500 EUR could reach an estimated value of 1,344 EUR in 4 years.
- 2. Cost-to-Return Ratio** ⚖️: After deducting 3.6% in annual total costs (including exit fees), your net return could reach 28.0% per year.
- 3. Growing Market Presence** 🎨: Móyòsóré Martins' recent exhibitions highlight sustained interest in his work. In 2024, he held solo shows in Geneva and Paris, while also featuring in a group exhibition at Art Basel Hong Kong, attracting Chinese collectors. His collaboration with Germany's Pulpo Gallery includes an October solo show, with discussions for a 2025 Munich museum exhibition. These events and

partnerships enhance his global exposure, expanding his market and elevating his work's value.

Asset Details

Details	Information
Name	What If, Now and Then II
Artist	Móyòsóré Martins
Year	2022, 2023
Size	120 x 150 cm (each of four parts) 240 x 300 cm (total), 180 x 150 cm
Number of editions	Each painting is unique
Material	Oil, oil stick, pigments, charcoal on canvas for both paintings
Signature	Yes. Signed and dated on the verso

Details	Information
Asset ID	ddf5ff4d-od8d-4e51-bb7d-fdac5ff4d219
Total asset value in EUR	119,300
Purchase price in EUR	110,000
Platform fee in EUR	6,600
Transportation, storage and insurance in EUR	2,700
Number of Splints	2,386

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 annualized return of his paintings over the past four 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 assume a 50% probability of realizing a 62.7% (CAGR of the past 4 years) annual return for the next 4 years. Finally, in the ambitious scenario, we assume a 80% probability of realizing a 62.7% (CAGR of the past 4 years) annual return for the next 4 years.

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 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 an emerging artist 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? 💎 Mòyòsórè Martins (alias Mòyò) is a New York-based Nigerian contemporary artist taking the art world by storm. A true renaissance man, he excels in graphics, product design, and music. Mòyò's paintings are profoundly narrative and embody his personal journey. He embodies his traditional Afro-cultural, spiritual roots and fashion-forward sense of aesthetics.

Born of Brazilian descent with both parents from Ekiti state, Nigeria, Móyò developed a sense of mixed cultural independence from his family's tribal roots and developed his artistic vision from his travels and upbringing. Inspired by the streets of London and New York, his college years in Ghana and Ivory Coast blend into his artwork while expressing his Yoruban cultural roots. Móyò is self-taught and is primarily influenced by his internal vision and not necessarily by other artists. For him, his work is spiritual in nature and represents his wishes and dreams and his path forward.

Móyò bridges abstract, figurative, and iconographic symbolism. He expresses the beauty in the figure and the depth of its subject; he obsesses with a cartoon-like character that imbues his iconography and that has a deep symbolic meaning. His approach is narrative and realistic in his early works, returning to his childhood memories. The African statue is always present and spiritually meaningful in his work. He is fascinated with contemporary plastic toy statues and collectibles from artists like Kaws, representing everything different in juxtaposition to the traditional Yaruba figures. A seminal work, "Watchman," resonates; the painting is a study of the Yaruba figure and is interpreted by Móyò as the man taking on his destiny, with a nod to his experience while employed as a night watchman in the Bronx—a lasting impression.

Móyò expresses the emotion of the characters he deftly paints, the backgrounds layered, manipulated, scratched, and then infused with text. He places himself in the canvas, in the artwork, in spirit and name, even his birthdate. He scribbles words, mathematical formulas, mantras, and prayers. He visually expresses his internal conversation, which shifts as his world does as a visual biography. He resists being put in a box. His unique use of materials and story is the cord that ties his work together. As his craft and career expand, he looks back, reflecting on his path and where he has come from, both as a person and artistically. Entrenched with personal symbolism, every element of a painting has a purpose and a specific meaning to him, much like a morse code. The eyes symbolize his own spiritual "all-seeing"; the clusters of floating eyeballs represent a feeling that all eyes are on him, being "seen," his work being seen. The mouth, large and slightly aggressive, describes the intensity of the experience of people talking about him. The etched words are like a mantra to manifest his vision.

Over the past four years, demand for his work has steadily increased, driven by his growing collector base and expanding gallery representation.

Selected Exhibitions:

- 2025: An upcoming solo show at Pulp Gallery, Staffelsee, Germany, scheduled for October
- 2024: “Móyòsóré Martins,” TrafficArts in collaboration with curators Jerome Neutres and Aurore Blanc, Paris, France (Solo Show)
- 2024: “Through the Light,” Olivier Varenne Art Moderne & Contemporain, Geneva, Switzerland (Solo Show)
- 2024: “Arms Around The Child Foundation” Artists in Residency, Accra, Ghana
- 2024: “Art Basel Hong Kong” – Art Fair, Tang Contemporary Art, Hong Kong, China (Group Show)
- 2023: “SCOPE Miami Art Show” – Art Fair, Mitochondria Gallery, Miami, USA (Group Show)
- 2023: “Now, They Now,” Galerie Tanit X Teal Contemporary, Beirut, Lebanon (Solo Show)
- 2023: “Art Shenzhen” – Art Fair, Crossing Art, Shenzhen, China (Group Show)
- 2023: “Butter” – Art Fair, Long-Sharp Gallery, Indianapolis, USA (Group Show)
- 2023: “Portraits in Focus,” Robert Fontaine Gallery, Miami, USA (Group Show)
- 2023: “The Artist Journey,” Crossing Art, New York, USA (Solo Show)
- 2023: “Intimate,” Robert Fontaine Gallery, Miami, USA (Group Show)
- 2023: “Palm Beach Modern + Contemporary” – Art Fair, Long-Sharp Gallery, Palm Beach, USA (Group Show)
- 2022: “Art Miami” – Art Fair, Long-Sharp Gallery, Miami, USA (Group Show)
- 2022: “Butter 2” – Art Fair, Long-Sharp Gallery, Indianapolis, USA (Group Show)
- 2022: “The Soul of African Diaspora,” Beverly Hills Art Exchange, San Francisco, USA (Group Show)
- 2022: “Móyòsóré Martins: Seen,” Long-Sharp Gallery, Indianapolis, USA (Solo Show)
- 2021: “Songs Without Words: The Art of Music,” Nassau County Museum, Roslyn, USA (Group Show)
- 2021: “IRÁNTI (Nostalgia),” Path Gallery, Los Angeles, USA (Solo Show)

- 2021: “Art Stays Here,” Long-Sharp Gallery, art rotating program with Conrad Hotel, Indianapolis, USA (Featured Artist)
- 2021: “Móyòsóré Martins,” TrafficArt, New York, NY (Solo Show)
- 2019: “Holiday Exhibition,” Dacia Gallery, New York, USA (Group Show)
- 2018: Heath Gallery, New York, USA (Group Show)
- 2017: “Radical Resistance to Xenophobia,” Grady Alexis Gallery, New York, USA (Group Show)

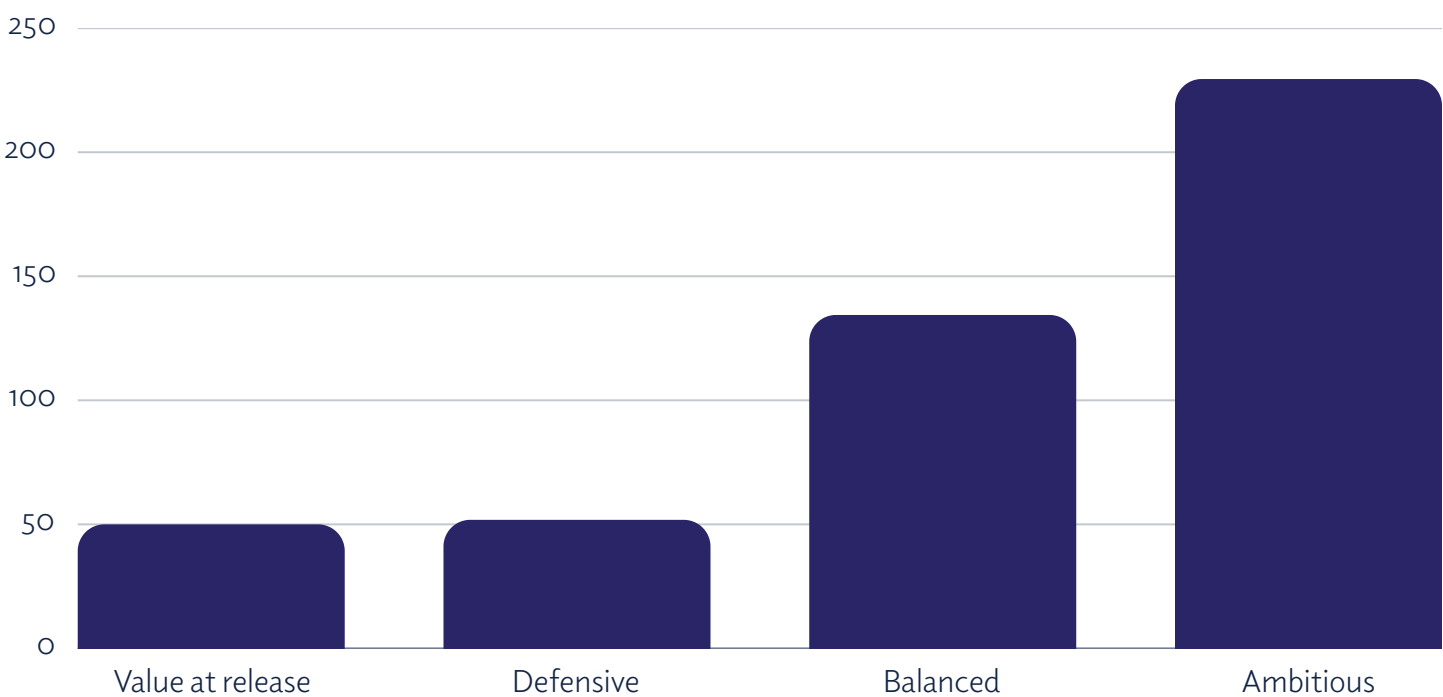
Context in Time 🕒 Móyòsóré Martins' work exists at a unique intersection of time and culture, reflecting both personal and global narratives. Emerging during a period of heightened interest in Afro-cultural art and storytelling, his pieces resonate with a world increasingly valuing diversity and authenticity. This era's emphasis on bridging tradition with modernity amplifies Martins' relevance, making his artwork a poignant reflection of both contemporary themes and timeless human experiences, capturing a pivotal moment in art history.

Conclusion 🎯 In conclusion, Móyòsóré Martins represents an exceptional opportunity within the contemporary art market. With competitive valuation, strong historical returns, and increasing global recognition, his works are poised for significant appreciation. Supported by a robust exit strategy and growing collector demand, this investment aligns cultural significance with financial potential. By blending tradition with modernity, Martins' art captures the zeitgeist, offering investors a chance to participate in a transformative period in art history.

Projection

Móyò's artworks offer high return potential. The expected annual return ranges between 1.2% and 46.4% 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.