

## AUCTIONEER'S NOTES – Japan December 2022

### British Artist: Sacha Jafri (1977)

**Sacha Jafri** is now described as **'One of the World's Leading Living Artists'**, having recently overtaken David Hockney, Jeff Koons, Gerhard Richter, Lucien Freud, Damien Hirst, and Beeple to Forbes Magazine's: **'Art-world's Top Spot'**, by beating Jeff Koon's record and becoming, **'The Most Collectable Living Artist'** – with his recent **'Moon Landing'** painting.

His work regularly sells for between \$5million USD - \$25million USD  
With his two most expensive pieces reaching as high as **\$62million and \$105million USD.**

**Jafri's Moon-Landed painting**, entitled **'We Rise Together with the Light of the Moon'**, is set to break all records when it goes under the hammer later this year at an estimate of a record breaking **\$150million USD**, making it **the most expensive work of art ever sold by a living artist, beating Jeff Koon's 'Rabbit Sculpture' at \$91million.**

Jafri's Moon-Landed piece, created on a lunar resilient gold/alloy plate, in partnership with NASA, Spacebit, Astrobotic, and Jeff Bezos, will become **'The First Official Artwork' to be placed on 'The Lunar-Surface of our Moon'**, with a following Charitable NFT-Series entitled **'Jafri's Heart-NFT's'**, **which aims to raise as much as a \$1billion USD for the most poignant Charitable Causes of our world.**

#### Tonight's Painting:

Tonight Jafri has created a painting live for us from the start of today, through this evening's Gala and concluding as we announce the Auction. This huge-scale 3meter Jafri-Masterpiece is entitled **'A Celebration of Life – Our New Hope'** and is inspired by The Global Gift Foundation, their first visit to Japan, and a child's prayer towards a new hope for humanity and the future of our world. This really is a very special painting capturing the positivity of color, light & energy in celebration of the like-minded goal of creating a more empathetic, conscious, hopeful, and love-filled world for our children.

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## Two Recent Examples of Jafri's work as an Investment:

His 'David Beckham' painting sold at Auction in 2010 for: \$250,000 USD, it then re-sold in 2016 for **\$1.4million USD**, and was recently re-sold in 2020 for a **staggering \$4million USD**.

Jafri's 'Virat Kohli' painting sold at Auction in 2018 for \$300,000 USD, and it was re-sold in less than a year later, in 2019, for as much as **\$4.5million USD**, an uplift of over **One Thousand Five Hundred Percent** in under a year...!! (=+1,500%)

**Sacha's work, really has proved to be an incredible investment for any savvy collector, as well as an opportunity to own something very special, a piece of History in fact, one of the world's most important living painters creating one of his most valuable pieces of 'Artistic Creation' live in front of your very eyes. A unique piece of memorabilia celebrating this wonderful charity and even more momentous occasion as The Global Gift Foundation's first Gala with you all here in Japan. An unprecedented Sacha Jafri painting that will only continue to go up and up in value, while at the same time supporting such a fantastic cause as we are tonight.**

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## Jafri is the holder of no less than 8x World Records with 3x Guinness World Records:

Jafri's painting entitled: 'Sagarmatha National Park – Mount Everest' **became the first painting in history to be unveiled on Mount Everest**, as the highest exhibition in History!

Sacha also holds the Guinness World Record for: '**The Largest Painting ever created on Canvas**' - Jafri's 2020 Covid-19 Lock-Down creation 'The Journey of Humanity', at 18,000 square feet (the size of two football pitches end-to-end), this masterpiece has been described by The Financial Times as: '**A modern-day Sistine Chapel and perhaps one of the most important paintings of the last 100years, created by the World's Most Influential Living Artist, Sacha Jafri.**'

**\*The painting sold in auction last year for a record breaking \$62million USD.**

This is the 2nd most expensive painting ever sold in auction by a living artist.

This puts Jafri in the Top-5 Artists of All-Time List.

2nd only to the 89year old 'David Hockney', who is twice Jafri's age.

Jafri also holds The Guinness World Record for: **'The Largest Social, Artistic, & Philanthropic Project in History'** - his **'Humanity Inspired'** project, engaging just over **3billion people in this ground-breaking initiative**, beating Face-Book's Record, in connecting over a third of the world's population...!

Jafri is the **'First Artist in History'** to feature on the front cover of fourteen main-stream Magazine Front Covers, in ten different countries, at the same time.

Jafri is the **'First Artist in History'** to create a live painting on the Burj Al Arab Helipad, as well as the **'First Artist in History'** to paint an Airbus A320, hand-painted with the 12x Most Important UNESCO Heritage Sites of our World, with additional AR & VR capability.

Jafri is also the **'First Artist in History'** to create the first ever Co-branded Rolls Royce Series of Rolls Royce Cars with their chief designers at their Headquarters in Goodwood England. This first-of-its-kind collection of 6x bespoke designed one-off Rolls Royce Phantom Two Series cars, entitled 'The Six Elements' also includes the first ever NFT mounted inside the glove-compartment of a Rolls Royce.

**At 42 he became the Youngest Artist in History to have a 20year Retrospective Museum-Based World Tour**, (younger even than Pablo Picasso), visiting 35x Cities in 28x Countries of the World.

Jafri also holds the current record for: The Artist with the most amount of Open-Edition NFT's sold in under a minute, **with a staggering \$5million USD worth of NFT's sold in 45seconds**, beating Damien Hirst's record.

Having recently been awarded by the UN for his Humanitarian Services, Jafri also holds the accolade of: **The most amount of money ever raised for charity by any artist in history, at an incredible \$140million USDollars.**

Jafri recently out-sold the art world's greatest names, including: Picasso, Miro, Hockney, Salvador Dali, & Matisse to top spot in a recent auction hosted by Baron Simone De Pury.

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**Sacha's recent projects/commissions & record-breaking achievements, giving further insight in to the value of his work and the value & poignancy of your potential investment this evening:**

Jafri's latest project launched alongside his 'Moon Mission' has had even more praise, described by **Times Magazine** as **"The most notable humanitarian project of this Century!"**. The project, in partnership with **UNESCO**, and launched on the Helipad of the world famous Burj Al Arab Hotel's Helipad in Dubai, is called **'The Art Maze'**.

This ground-breaking collection consists of **50x Jafri Paintings depicting the 50x most important UNESCO World Heritage Sites**, officially celebrating UNESCO's **'50<sup>th</sup> Year Anniversary'** at their **Headquarters** in Paris at the end of this year.

**Jafri's UNESCO ART-MAZE aims to:** reconnect our world, in antithesis to the Metaverse, to the beauty that surrounds us in **'Our Natural World'**, through our ancestral past, our cultural heritage, and our understanding of a new hope for a more Equality-driven, Empathetic, Sustainable, and more Conscious Future for our Children.

**Jafri awards in recent years include:**

Esquire Man of the Year Award  
World Artist of the Year  
Most influential Artist of the Decade Award  
Global Leader of the Year  
GGF's Global Humanitarian Award  
NFT Project of the Year Award  
NFT Brand Collaboration of the Year  
Artist & Humanitarian of the Year  
Humanitarian of the Year  
Influencer of the Year Award  
Most influential Project of the Year Award  
Most Influential Artist of the Year Award

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- With his prices set to soar over the next decade Jafri is described by CNN, BBC News, Bloomberg, Forbes, and The Financial Times as: **'One of the Art World's Most Bankable Investments.'**

- **With a Host of A-List Celebrity & Royal Collectors, and having exhibited his work in the most important Art Museums & Institutions of the World, Jafri is now regarded as one of the world's most influential and important living artists.**

**Jafri's Collectors include an impressive list of A-List Celebs, Royals & Key Figures, including world leaders & luminaries such as:**

Sir Richard Branson, Will Smith, Lady Gaga, Bill Gates, George Clooney, Leonardo DiCaprio, Eric Clapton, Jeff Bezos, Elon Musk, Marina Picasso, Lewis Hamilton, Roger Federer, Mick Jagger, Warren Buffet, Lord Goldsmith, President Barak Obama, Susan Sarandon, Spike Lee, Lionel Messi, Cristiano Ronaldo, Prince Albert of Monaco, The Sultan of Brunei, President Bill Clinton, HRH Prince William, HRH Prince Charles, David Beckham, Tom Brady, Ridley Scott, Sharon Stone, Orlando Bloom, Tiger Woods, Lionel Messi, Zinedine Zidane, Kylian Mbappe, Simon Cowell, Sachin Tendulkar, Virat Kohli, Kate Moss etc etc,

As well as: The Ruling Families of: Dubai, Abu Dhabi, Saudi Arabia, Spain, UK, Sweden, Bahrain, Oman, Monaco, Greece, Kuwait, Qatar, India, and Thailand.

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