



## BUSINESS MAGNATE, CORPORATE LEADER, FINANCIER, INDUSTRIALIST AND ARTIST?

The combination of creative talent and commerce skills can be a contrasting association, but prominent artist David Hart has discovered a faultless balance between artistic passion and a functional understanding for business.

A resident in the area for the past eight years, David Hart has chosen the Sunshine Coast precincts of Noosa and Mooloolaba as a base for the prestigious David Hart Galleries that exhibit, amongst other artists, his widely acclaimed and collected work.

David's investment art is often of classic Australian landscapes and scenes typifying the essence of the outback or the coastline. He also paints floral and insect studies that burst with colour and energy.

Being the youngest son of Pro Hart, one of Australia's most renowned artists, art has always played a major role in David's life but it is through personal merit and achievement that he has developed his own multi-million dollar empire.

However, David has credited his upbringing in his father's painting studio for providing him with essential insight for success in the industry.

"My dad has been my main inspiration to forge a career in the arts. He is also my main motivation to become a more astute businessman," David said.

David explained that during his father's advancements in the industry, it was common to have managers and dealers

who were responsible for the business side of the art, which meant the artist received the smallest percentage.

"With my business I am my own manager, gallery owner, dealer and distributor and this provides greater control as well as profit," he said.

David has focused his offerings on painting investment works and as a result, he produces work that has the potential to increase steadily in value.

"There is a fine line between maximising the value of a particular artwork and distilling its quality as a stand alone original," explained David.

During early days, David recognised a business opportunity that was available to make his artwork accessible to a wider range of people, so he began to reproduce the original pieces of work. Not unlike many artists, David now turns his favourite original pieces into giclee prints.

"These provide a more affordable option for people and increase the value of the original master work," said David.

"My father used to receive a lot of criticism for commercialising his art work and he used to say that every artist is running a business if they are accepting money for their work.

"I believe that I have been able to build the business I have by being flexible in the reproduction of my work and diversifying into different areas of business."