



# PROSPECTUS

## The Ringmaster & The Olympic Cityscape Paintings

by Sacha Jafri

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# SACHA JAFRI



**(British, b. 1977)**

Sacha Jafri is a young British contemporary artist renowned for his large-scale, emotionally charged paintings that explore themes of humanity, connection, and spirituality. A graduate of the Royal Academy Schools, Jafri first gained recognition for his vibrant, map-like depictions of cities like London and New York.

His practice is characterised by an intricate, multi-layered process, often incorporating mixed media and a distinctive, expressive use of color. Jafri achieved global acclaim in 2021 when his painting *The Journey of Humanity* sold for \$62 million, a record for a living artist at auction. The work, created during the COVID-19 lockdown and notable as the world's largest canvas, cemented his reputation as an artist with significant international reach, particularly in the Middle East.

**Jafri's career has been marked by high-profile philanthropic projects, including a major series of works created for the London 2012 Olympic Games. His art is held in prestigious public and private collections worldwide, and he continues to be a prominent figure at the intersection of contemporary art and global humanitarian initiatives.**

His practice is characterised by an intricate, multi-layered process, often incorporating mixed media and a distinctive, expressive use of color. Jafri achieved global acclaim in 2021 when his painting **The Journey of Humanity sold for \$62 million**, a record for a living artist at auction. The work, created during the COVID-19 lockdown and notable as the world's largest canvas, cemented his reputation as an artist with significant international reach, particularly in the Middle East.

Sacha Jafri is now considered one of the world's leading young artists. As the youngest artist in the History of Art to be offered a 10yr Retrospective visiting the top Museums of the world and having recently pipped Damien Hirst to Top Spot in auction in London, Sacha has become the first ever artist to be featured on the front cover of both the New York Times + Financial Times, who have recently described him as a 'Shrewd Investment'. This has since been amplified by his recent Sell-Out World Tour with a lost Andy Warhol collection entitled 'Jafri meets Warhol' that visited the top 12 Museums from over 10 countries of the world.

Sacha's key work now typically sells for between \$250,000-\$750,000 with his recent live painting selling in auction at the Islamic Museum in Doha for \$1million Dollars.

Jafri was awarded as Young Artist of the year in New York and received an award from the UN for his artistic and humanitarian work having personally raised over \$14million Dollars from the sale of his work for various charities around the globe.

Collectors of Jafri's work include: **Bill Gates, Bernie Ecclestone, George Clooney, President Obama, President Clinton, John McEnroe, David Beckham, Sir Richard Branson, HH Prince Albert of Monaco, The King of Spain, Dame Vivienne Westwood, Sir Philip Green, The Mittal family, Sir Ben Kingsley, Sir Paul Smith, Madonna, Leonardo Di Caprio**, as well as the **Royal Families of Dubai, Abu Dhabi, Qatar, Kuwait, Saudi Arabia, Bahrain and Sharjah**, amongst many other corporate and private collections, museum collections and leading houses of modern art.

## S U M M A R Y

This document provides information for two (2) major paintings by British contemporary artist Sacha Jafri.

Both works, dated June 2008, are intrinsically linked to the philanthropic and cultural activities surrounding the London 2012 Olympic Games.

### **Painting 1**

**London Olympic Cityscape** with the London Eye, the Palace of Westminster and St Paul's

### **Painting 2**

**The Ringmaster** Olympic Countdown painting with handprints and footprints of British Olympians

# OBJECT DESCRIPTION

## GENERAL PARTICULARS

**Artist** Sacha Jafri

**Date of Creation** Inscribed 'Jun 2008' on both works.

**Completion:** 2012

**Medium** Acrylic and printing ink on canvas

**Dimensions** (each): 115 cm (h) x 135 cm (w) x 3 cm (d) | frame x 8 cm (w)

**Authentication** By the artist's office (Sherin Schmitz) with formal Certificates of Authenticity (page 13).

### Condition

Both painting (including frames) are in perfect condition and kept at owner's property.

## KEY FINDINGS

**Provenance** Both works have been purchased at a charity auction by the owner, a period of significant institutional recognition for the artist.

**Subject Matter** The iconic London cityscape and the Olympian-impressed Ringmaster represent a highly desirable and historically significant period in Jafri's oeuvre.

**Market Position** Jafri's market has experienced a profound structural shift since 2021, rendering pre-2021 auction records largely inapplicable. Current value is driven by global retail positioning and high-profile secondary market demand.

**Valuation Outlook** The combination of scale, Olympic provenance, and iconic subject matter places these works in the upper tier of Jafri's secondary market.

L O N D O N O L Y M P I C S  
C I T Y S C A P E  
( 2 0 0 8 - 2 0 1 2 )

Working Title

**'London Olympic Cityscape' with the London Eye, the Palace of Westminster and St Paul's.**

**Description**

A vibrant, map-like depiction of London, featuring key Olympic and architectural landmarks. The style is consistent with Jafri's celebrated London works from the late 2000s.

**Signature Reverse signed**

'Sacha Jafri'.

**Provenance**

Purchase at a charity auction



# THE RINGMASTER (2008 - 2012)

## Working Title

**'The Ringmaster' painting with handprints and footprints of British Olympians.**

### **Description**

This work is a central piece from Jafri's Olympic Countdown series. It is characterised by its dynamic composition and, most significantly, the direct physical incorporation of handprints and footprints of British Olympians into the canvas. The title The Ringmaster metaphorically positions the artist as the conductor of this collective athletic and artistic endeavour.

### **Signature Reverse signed**

'Sacha Jafri'.

### **Provenance**

Purchased at a charity auction

THE RINGMASTER



## Provenance & Significance

- Officially commissioned for the London 2012 Olympic 1,000-Day Countdown.
- Only four paintings ever created for this historic series.
- Direct involvement of British Olympic gold medallists.
- Bought at a charity auction shortly after the Olympics.
- Sourced directly from the artist's Olympic commission.
- Proof of Authenticity
- The combination of scale, Olympic provenance, and iconic subject matter places these works in the upper tier of Jafri's secondary market.
- Market Position Jafri's market has experienced a profound structural shift since 2021, rendering pre-2021 auction records largely inapplicable. Current value is driven by global retail positioning and high-profile secondary market demand.

# OWNER AUTHENTICATION CERTIFICATE

## STUDIO JAFRI

6-8, AL KHAYAT ART AVENUE, DUBAI, UAE



### OWNER'S AUTHENTICITY CERTIFICATE 'THE RINGMASTER'

**TITLE:** 'THE RINGMASTER'  
BY SACHA JAFRI

**MEDIUM:** ARTIST'S PROOF  
HAND-FINISHED ACRYLIC &  
PRINTING INK ON CANVAS

**FRAME:** BRUSHED SILVER

**DIMENSIONS:** 115CM X 135CM

**ARTIST:** SACHA JAFRI

**COMPLETED:** 2012

**OWNED BY:** GEORGE JATANIA

**STUDIO JAFRI:**  
**JOHN CARLO LORESCO**

**NOVEMBER 2025**

This certificate serves as proof of ownership of the Artwork referred to above, as well as its authenticity. All copyright, reproduction rights, digital rights, tokenization rights, and IP remains the property of the Artist Sacha Jafri. 2025 Sacha Jafri ©

SACHA JAFRI



# STUDIO JAFRI

6-8, AL KHAYAT ART AVENUE, DUBAI, UAE



## OWNER'S AUTHENTICITY CERTIFICATE '2012 LONDON OLYMPICS'

**TITLE:** '2012 LONDON OLYMPICS'  
BY SACHA JAFRI

**MEDIUM:** ARTIST'S PROOF  
HAND-FINISHED ACRYLIC &  
PRINTING INK ON CANVAS

**FRAME:** BRUSHED SILVER

**DIMENSIONS:** 115CM X 130CM

**ARTIST:** SACHA JAFRI

**COMPLETED:** 2012

**OWNED BY:** GEORGE JATANIA

**STUDIO JAFRI:**  
**JOHN CARLO LORESCO**

**NOVEMBER 2025**

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SACHA JAFRI





## **Buyer Information**

### **Authorisation and Representation**

Fidelis Ltd. has been authorised by the Owner of the Paintings to offer the listed paintings for sale on their behalf. Fidelis is a non-exclusive authorised representative for the art and will act as the intermediary for potential dealings.

### **Confidentiality and Negotiations**

All paintings are currently NOT for sale on the open market. All negotiations must be held in the strictest confidence. Any circulation of this information outside of authorised channels is strictly prohibited.

### **Access to Detailed Information**

Detailed information about the paintings, including provenance, condition reports, and artist details, is available only upon request. To access this information, interested parties must confirm their interest and provide proof of funds.

### **Access to Detailed Information**

Detailed information about the paintings, including provenance, condition reports, and artist details, is available only upon request. To access

### **Viewing Arrangements**

Both artworks are available on a price on application basis. Due to their exclusivity and the significance of the Olympic Countdown series, full details including pricing and acquisition terms will be provided upon request. Please contact us directly for confidential information.

**Disclaimer** FIDELIS accepts no responsibility for the accuracy or completeness of the information provided.

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