

FORGING AHEAD IN THE ART WORLD

HOFA

HOUSE OF FINE ART

If in London, Los Angeles or Mykonos, be sure to add The House of Fine Art - HOFA Gallery to your must visit list. HOFA is one of the leading international galleries representing an exclusive array of leading artists from around the globe.

It is known for its monthly exhibitions showcasing a variety of genres with a focus on original, rare and distinctive artworks of appreciative value, along with unique film documentaries. Beyond curating tailored collections for its clients, The House of Fine Art also offers one of a kind advisory services that revolve around launching and growing comprehensive art programs. Raine takes a moment with Christopher Shake, Director of The House of Fine Art to learn more about the entrepreneurial mindset of one of the great minds behind HOFA, an innovative leader in the ever-changing world of art.

RAINE: How would you describe a creative entrepreneur in your own words?

CHRISTOPHER: Someone who bets against the market and gets it right – I learned that one from Ray Dailo. It's not mine but it's the best way I know how to describe a creative entrepreneur. Adding onto this idea would be someone who is open minded and persistent with themselves – someone who can push past any form of failure and discomfort and keep moving forward.

RAINE: If you had to relate what you do to sports, how would you describe how you have followed, changed or distributed the game?

CHRISTOPHER: I came into art from a different industry. I studied finance and economics and worked on Wall Street. I feel like I combined two sports and made a new one. Lets say Wall Street is like Rugby and art is more like tennis. I enjoy tennis (Art) much more than I do rugby but if I have to break out some rugby moves in the middle of a tennis match then so be it. I like the idea of aggressively investing in art and knowing exactly about both culturally and financially – and having set goals on both sides. It adds a fun dynamic to the art-collecting journey.

RAINE: If someone asked you how could they stimulate their creativity, what advice would you give?

CHRISTOPHER: Mediation and Mushrooms

RAINE: What three traits do you feel are most needed to pursue entrepreneurship?

CHRISTOPHER: 1. Have at least one idea that you are so excited about that you cannot put it down or stop to think about it. 2. Have an outright commitment to that idea that you will see it through no matter what happens. 3. Lastly, a willingness to put in the focused thinking and work in hours, days, months, or years to

see it happen. This means working through all of the disappointments and discomfort that is sure to show up, especially in the beginning, and probably again at cyclical moments in the journey.

RAINE: Have you ever faced the issue of burnout in your career? If so, how did you overcome it?

CHRISTOPHER: I usually burnout at least once or twice a year. When it happens, I just jump on a plane and go somewhere else – either for holiday or work. The change in environment regenerates my energy and usually after a few days I can be back to 100% again. For energy maintenance to avoid burnout I take yoga and mediation classes, workout a few times a week at the gym, eat fairly healthy, and drink a lot of champagne with clients and friends. I've never had a serious burnout that's taken me out of the game for more than a few days, so this regiment seems to work great.

RAINE: Name your top three hacks for battling the loneliness of entrepreneurship.

CHRISTOPHER: Get a mentor. Find a partner who equals your ambition and doesn't mind your workload. Take your clients out and entertain them often.

RAINE: What wellness tips do you swear by?

CHRISTOPHER: Just going to the gym or doing some form of exercise every single day. I would never get so caught up in my work that it costs me my health. It's simple logic. If you are not healthy, you can't perform at the top of your abilities. The more health equals more performance and focus, so health actually must be a part of your business. It will make you happier as well, which is the reason we are all working so hard. We just hope these things will make us happy.

RAINE: Knowing what you know now, what advice would you have given yourself 5 years ago?

CHRISTOPHER: I would tell myself to take my time, be more patient and do the few things that I am good at really well, instead of trying to jump into every opportunity – linked with that thought – I would say timing is everything – se being patient is being ready to pounce on those opportunities when timing is in your favor.

RAINE: What major project coming up are you most excited about?

CHRISTOPHER: The Joseph Klibanksy solo exhibition in our new Los Angeles gallery is what I'm obsessed with at the moment. He is an incredible talent and we've just started working with him. We are both growing at a healthy pace and I'm excited to see how far we can take things with his work.

RAINE: Who have been the most memorable people you have worked alongside and why?

CHRISTOPHER: On Wall Street I had a mentor called Buck who took very good care of me early in my career but I was too young and unfocused to leverage the full potential of his kind mentorship. Luckily he was a patient person and saw potential in me and hung in there as long as he could. Then I travelled for a few years and used books as mentors with authors like David Allen, Ryan Holiday, Marcus Aurelius, Michel Montaigne, and Ralph Waldo Emerson. I had the pleasure last year to produce an exhibition with Dr Diego Giolitti who has become a great friend and someone I lean on in times of confusion.

RAINE: Word to the wise: What advice would you lend to a budding talent on the rise in your chosen field?

CHRISTOPHER: Don't be afraid to take risks when it comes to the ideas you believe in. You can create realities around those ideas to make them work – even if they are not the realities you were expecting.

RAINE: How have you overcome the setbacks, letdowns and obstacles of your career?

CHRISTOPHER: Persistence and keeping a large inventory of actions to complete. When you are focused on a huge inventory of well thought out actions. You don't really care too much about the scoreboard or setbacks - you have too many things to accomplish. Success is fleeting but accomplishments stick with you and level you up.

RAINE: We love transformation. If you experienced a personal or professional evolution, what was the inspiration behind it how have people reacted?

CHRISTOPHER: When I changed from banking to creative there was huge a shift in reality. Inside I always knew I would excel working with creatives so I wasn't too surprised by the change. The change was every day is now exciting and purpose driven and back then it wasn't.

RAINE: What are your superpowers? How have they helped you excel?

CHRISTOPHER: I wake up very early and read for 2 hours every morning – it gives me the time to learn new things and think about how I can incorporate them into the business. I've kept this ritual for around 10 years now and the superpower that comes from it is continuous learning, everyday.

RAINE: What tech do you use to increase your productivity? Name up to 3.

CHRISTOPHER:

1. Textexpander, an email app for emails that you send in bulk but you still want to personalise them a bit, like events invites, etc
2. Omnifocus, for actions inventory and project management
3. Flipd app for my phone – it locks your phone so you aren't able to open anything for a certain period of time and/or receive text, calls, emails etc – I'm so addicted to my phone, I need an app to keep me from using it.

RAINE: Do your fashion choices affect your success in meetings or pitches?

CHRISTOPHER: Yes, absolutely, I believe its called the psychology of cloths. When you are dressed amazing you perform better.



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