



Becoming a Patron for “The Transformation Of Humanity”

Dear Friend,

Thankyou for taking the time to explore this fantastic opportunity with me.

Here you will find a few things to help you decide wether you are the right patron for what will be a truly awe-inspiring work of art.

This includes:

- More detailed imagery of the proposal sketches
- Examples of previous originals to help you see the depth and richness of this commission
- A fuller understanding of the intention and philosophy of the work
- How you and your business will benefit from this project
- A potential joint venture opportunity that will help you make more than you invest in the work

I am asking a lot here. I am asking for you to keep an open mind as I build a picture in your imagination of just how powerful this work can be. I can going to try and do that using proposal sketches and examples of my previous original oil on canvas artwork.

I look forward to working with you in creating something wonderful for your office space.

Louis Parsons



The Transformation of Humanity

**“This is undeniably one of the most powerful works of art
I will create in my lifetime.” – Louis Parsons**

... This could even become my “magnum opus”! That work of art that makes a real mark in world history.

It would be a piece that people will travel across the nation, across the *world* to see.

I’ve already had a piece of mine raise £120,000 for charity, and yet the size of that piece is about a 10th of the size that I propose here.

My intention

As an artist, it is my responsibility to leave a legacy of work behind me that is truly representational of the beauty and power of the human spirit and that truly inspires all who see it. My intention is to create something that will be awe inspiring, that brings energy and soul to the workplace and that you will share with eagerness with anyone who arrives at the office space.

I would want you, your colleagues and clients to look at it in years to come, and still find this work as a deep source of inspiration.

I want to make a make a powerful, yet elegant statement in creating this work with you.

The Story Behind The Work

This series of paintings is a lifetime in the making.

Imagine a series of paintings that captures the very essence of the evolution, and development of humanity, through good times, and through tough times.

Imagine a series that captures themes of:

resilience, triumph over adversity, togetherness, collaboration, creativity, innovation, fulfilling potential, overcoming obstacles...

Imagine a series of pieces that say “look how powerful the human spirit is”.



The series of paintings start with a single figure:



Transformation 1 Proposal Sketch
Proposed size for original piece 90 x 75cm

This figure is just beginning to awaken, or arise. The figure maybe contemplating or dreaming. A spark of awareness is just about to flicker into being.



I imagine the first figure to be similar in form to this figure in one of my previous originals called "The Human Story"

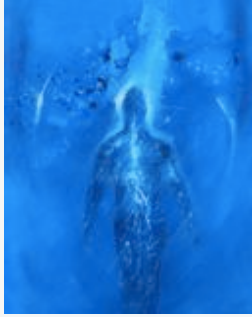
(The Human Story – www.louisparsons.com)

In the second painting the figure stands, and reaches out, the flame of awareness, burning brighter, and something is beginning to be *created..*:

You can see the beginning of deep purples and greens being formed, which is symbolical of dark light being split into the warmer elements of the spectrum. As we make decisions, we begin to create life.



Transformation 2 Proposal Sketch
Proposed size for original piece 120 x 100 cm



This is the second figure in one of my previous originals called "The Human Story".

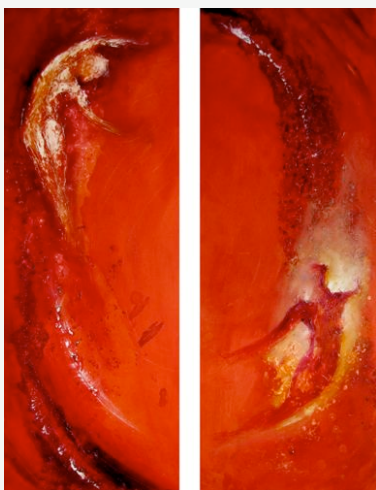
(The Human Story –
www.louisparsons.com)

By the third piece there are the beginning of relationships and collaboration....



*Transformation 3 Proposal Sketch
Proposed size for original piece 150 x 120 cm*

The figures in the piece are beginning to reach out, connect and help each other.



The figures in this piece are a combination of light and shadow. The light that they extend to each other is a symbol of the power of connecting with other people.

Similar figures could be used in the warmer colours of "Transformation 3" above

("Overcoming Duality" –
www.louisparsons.com)

The beginning of life takes the form of gas clouds, and nebulae, which serve as reminders of mankind's place within the largest context ... the universe.

The basic physical elements of man (carbon, hydrogen, oxygen and nitrogen) are also the same main elements that form suns and stars. This is a powerful reminder of our origins, and the importance of making the most of our lives.

In these pieces, the increasing scale will have the same effect as looking in awe at a clear night sky, and enjoying that sense of aliveness that comes from knowing we are part of something incredibly beautiful.

By the fourth piece, the clouds and nebulae have developed the full spectrum of colour, as the flowering of humanity displays the richness of culture and life, in all its pain and suffering and glory.

I could envisage there being about 7 figures in this piece with many others beginning to form...



*Transformation 4 Proposal Sketch
Proposed size for original piece 200 x 150 cm*



This is one of my earlier "cosmos" pieces. It attempts to capture the quality of light that emanates from rich nebulae clouds. Based on pictures from the Hubble telescope.

(Cosmos 1 - www.louisparsons.com)

And the fifth, and central piece shows humanity at its best, in the full and rich spectrum of all of life's emotion...



Transformation 5 Proposal Sketch
Proposed size for original piece 300 x 250 cm



This is one of my most recent pieces. You can see two figures captured in the full spectrum of life experience together.

(SoulScapes – www.louisparsons.com)

Imagine a piece that tries to sum up the fullness of humanities expression, in all its pain, glory, suffering, resilience and ambition.

This would be encapsulated in the figures in the piece, but also in the many layers of paint and texture, representing the building on previous generations, and the foundations of the past.

Gold leaf would be set into the piece as a metaphor for our ability to find golden moments, even in the toughest of times.

This piece would have 12 central figures with many more smaller figures all collaborating, building, connecting, rejecting, living together.

The 6th piece beginnings to show the light of the figures glowing brighter, even though the pieces are getting smaller.



Why is this? Because life is like breathing. We inspire, and we express. We inhale and we exhale. The universe expands and it contracts.

Our life experience brings things to us, and make us feel like something is taken away from us. But through it all, with patience, faith and hope, we can shine through.

The final 3 pieces show the contracting of circumstance (the universe) the brightening of the heart of mankind.





This is not to be a morbid reminder of the end of mankind, but a reminder that everything that has a beginning has an end. And in this we have a choice. We can choose to live our lives to the fullest, and if we do, then we truly experience transformation. We feel significant, fulfilled and truly alive.

Or we can choose to be driven by fear and pain, and external circumstance. And that is suffering indeed.

With each piece, we see figures giving to each other more and more and more,. We see people giving of themselves for fully to each other. We see truly remarkable things being created.





The final figures of “The Transformation of Humanity” would be filled with the light and power that comes from within.

Like these figures from previously created originals...

(“Freedom” “The Elusive Dance” – www.louisparsons.com)



The Right Space for the Work

I would imagine the central piece to be at least 3m wide. This would mean that a holding space (or maybe a dedicated room) would need to be at least 20 meters wide and 5 metres high to give the work the space it would need to be contemplated. Ideally there would be a mixture of natural and artificial light so that the piece can be enjoyed at all times of the day, throughout the year.

The Way Forward

I hope that you feel inspired by the ideas and themes put forward so far.

Here is what I propose as a way forward together:

- 1. We get together and discuss the proposal sketches face to face. In this way, I get to see the pace that they would be proposed for, and you can ask me any more questions about the commission.**

There is also an opportunity here to help personalise these paintings to a certain extent, or bring something of your journey into the artwork. To find out more about this consultative element behind my work visit:

www.louisparsons.com/commissions

At one time it was just kings and queens that were able to be immortalised in oil on canvas. Maybe this is your opportunity!

2. I bring you original artworks, and limited editions. If there is existing artwork that you would like to see, that fits into these themes, then I can bring those to the office, and you can see how my original paintings look. This will help you visualise how “The Transformation of Humanity” could look.

About Louis Parsons

To find out more about me, and the scope of work that I have created for clients in the past, please take a look at my website www.louisparsons.com.

You will see that I have worked with BMW, RBS, Glaxo Smith Kline, The Bank Of America, and Ebay Global Classifieds amongst others.

I am an internationally collected, and highly sought after artist. I limit major commissions to four in a year to preserve the purity and power of the work.

About Louis Parsons artwork

All original artwork is created to the highest possible standard, in oil on canvas. Sometimes commissions can take up to 2-3 months to be completed depending on the scope and schedule of work. Oil paint takes at least four weeks to dry. Please factor this in when we discuss timescales.

Pricing

This is guide price for becoming a patron of “The Transformation of Humanity”

All pieces commissioned and created, offers starting from - £95,000

Estimated completion time 5-6months (including drying time)

A 20% deposit will be required to begin the work. The rest of the payments can be split to suit the client, or paid in full.

Price does not include delivery.

Louis Parsons Artwork as an investment

It is worth noting that the value of Louis Parsons artwork has increased four fold over the past seven years. Original artwork that sold in 2003 for around £500 now sells for around £5500 in 2010 through galleries up and down the UK.

Though market prices cannot be guaranteed, prices do look set to increase again in 2010 as the Louis Parsons Ltd brand increases in value and attracts more investment and media attention.

Recently, one of Louis' pieces raised £120,000 for charity, in an auction

Installation, Lighting and Design Ideas

I am happy to suggest ways to install and light the artwork. If extra lighting is required, then this will need to be provided by another vendor.

Meeting up

If you would like to see sketches, originals, and to discuss the patronage process further, then contact Louis Parsons PA at 01242 808333.

A handwritten signature in brown ink, appearing to read 'Louis Parsons', followed by a small dot.

Louis Parsons