

# Commission Your “Living Portrait” with Julia Holden

A rare opportunity to collaborate with one of Aotearoa’s most distinctive artists

## Why Commission Now

Owning a “living portrait” goes beyond acquiring art, it is an investment in cultural legacy, personal storytelling, and the creative life of Queenstown.

- Participate in the creation of a unique artwork that reflects your story.
- Acquire a significant work by an artist with national recognition.
- Support the Whakatipu region’s primary community arts centre - 35% of your commission directly supports Te Atamira and Queenstown’s creative community.

## What You’ll Receive

- **Exclusive Performance Painting session** – an immersive, documented, contemporary art collaboration.
- **Archival artwork (65x52cm)** – museum-quality, framed and ready for display.
- **Certificate of authenticity** from this established Aotearoa New Zealand artist.
- **Participation in a limited cultural legacy series** documenting Queenstown’s contemporary community.
- **Exhibition opportunity** – with your consent, your portrait may be included in *The Artist* exhibition at Te Atamira (Dec 2025–Feb 2026).

## Your Artistic Journey

- **Consultation (1 hour)** – 1:1 meeting with Julia to shape your vision.
- **Performance Painting Session (3 hours)** – co-create your portrait. This includes discussion, pose decisions, preparation, painting, and post-performance clean up. Invite up to 6 guests to observe the experience.
- **Documentation** – professional photographic capturing of the process.
- **Completion** – archival print and museum-quality framing.
- **Private Viewing** – your artwork revealed.

## About Julia Holden

Julia Holden is a celebrated Aotearoa New Zealand interdisciplinary artist renowned for her distinctive “living portraiture” practice. Her Performance Painting projects, notably the *I’m your fan* and *Lyttelton Redux* series, have achieved significant national recognition for their innovative and highly collaborative approach to portrait-making.

In residence at Te Atamira (from August to October 2025), Julia is creating new works for The Artist exhibition. Only **two private commissions** are available during her residency.

## Your Investment

\$17,250 (incl. GST) | All-inclusive: consultation, session, documentation, printing, framing.

## How to Secure Your Place

Step into the role of collaborator, patron, and cultural custodian. Get in touch with the Te Atamira team today to discuss your commission.

**Te Atamira:** +64 (0)27 1800 2868 | [hello@teatamira.nz](mailto:hello@teatamira.nz)

**Artist Contact:** Julia Holden | +64 (0)27 478 8725 | [www.juliaholden.com](http://www.juliaholden.com)

# TE ATAMIRA

# The Performance Painting Process: How We Achieve Your Portrait

*Caroline (Ruby Cumming, after Leo Bensemann)* is an example of how I transform traditional portraiture into a collaborative artistic experience.

*Caroline* pays homage to Leo Bensemann's portrait of his friend, *Caroline Oliver* (1940). Ruby Cumming acted as the 'living canvas' in a special live performance painting event hosted by the New Zealand Portrait Gallery, Wellington, March 2017, alongside the exhibition, "Leo Bensemann & Friends: Portraiture and The Group," curated by art historian Peter Simpson. *Caroline* is part of the on-going series, *I'm Your Fan*.



The original *Portrait of Caroline Oliver* by  
Leo Bensemann, oil on board (1940)



*Caroline (Ruby Cumming, after Leo Bensemann)*  
archival pigment print, edition 1/1, 64 x 50cm (2017)

