

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

Price on enquiry - please contact hello@teatamira.nz for enquiries.

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

Artist Contact: Julia Holden | +64 (0)27 478 8725 | 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)

