



TEEMING WITH POTENTIAL – ART AND INVESTMENTS

Sep 15, 2023 | 5 min read

More than eight decades ago Pablo Picasso painted his masterpiece, Guernica. This painting brought worldwide attention to the atrocities of the Spanish Civil War. Even today, artists use art as a medium to deliver strong messages, that reach out and influence millions. Sometimes, the expression of thoughts by an artist can create a stir and catapult the creation to fame.

And the potential of an artwork is not limited to influence alone. The financial potential of an artwork can be limitless as well. After all, Leonardo Da Vinci's Salvator Mundi was bought by a Saudi Prince for over \$450 million! Thus, you can never underestimate the potential of a great painting.

The Potential of an Investment

Similar success stories are often heard about investments too. Early crypto investors are sitting on heaps of money after the sudden market interest in the investment. In the equity world, news of multi-bagger stocks is quite common. Stocks like Adani Green Energy and Tanla Platforms have delivered over 90% CAGR in the last five years!

Depending on your timing of investment and timely identification, your next investment might fulfil unparalleled potential. Even something as risk-free as a Public Provident Fund can surprise you after 15 years of diligent investing. The power of compounding acts as a pleasant surprise, handing out an enviable corpus on maturity.

Harnessing the Potential

Various strategies are professed by different experts on the best way to maximise investment potential. Maximising the potential also means that you must reduce the risk involved in your investments. To do so, you must diversify your portfolio. The counsel of an expert financial advisor can be invaluable in this regard.

One such strategy, for instance, can be to buy and hold your investment for sufficient time. Once you identify and invest in a reliable stock or other financial instrument, you must keep your faith in it. Market uncertainties may diminish the rate of return for some time, but you must hold on to it while keeping a watchful eye. Such a strategy can help you get the full potential out of your investment.

The Art Involved

Going back to Picasso's Guernica, the painting would not have fulfilled as much potential had it been painted today. Spanish Civil War was something that needed global attention in the 1930s and that's exactly what Picasso's Guernica achieved. Picasso's success doesn't lie in the brilliance of the painting alone. It's also in the envisioning of the horrors of the war in a piece of canvas, and doing so when it needed to be done.

In the fine art of investing, your artistry lies in timing the market well. Buying low and selling high is easier said than done. You have to ensure that you are not grabbing a proverbial 'falling knife'. You must closely monitor the performance of your investment and may even have to liquidate at times. But, the truth remains that fortunes are built on a series of well-timed and patient investment decisions.

Investments through the Artist's Lens

As an investor, you will rely on all the technical and fundamental analysis available to you, in determining what investment is best for you. But for your everyday decisions around those investments, you are very much like an artist with a palette and brush in hand, staring at a painting in progress. Every brushstroke and every choice of colour can make a difference to the final output. As an investor, it is these smaller, everyday decisions that eventually bring out the full potential of your asset.

At MoneyEdge, the financial advisory team understands and appreciates the art involved in financial decisions. For them, achieving the best for the client is a mix of intuitive reading of the market, unlocking the hidden potential of investments, and staying true to the financial goals at all times. Behind all our analytics and data science, there is an instinctive application of artistry that helps us at MoneyEdge to achieve convincing and rewarding results for our clients and patrons.

The Final Stroke

It is universally agreed that a work of art oozes immense potential that can make a world of difference. Works of art have inspired people, ignited passions, and influenced generations. All it takes is for an artist to understand and unlock the potential of his or her art.

With MoneyEdge by your side, you are tuned in to the subtlest of market movements. You get the timely cue to dive in and out of the market at the right time. Therefore, let us unleash the potential of your investments together, thus elevating your wealth and achieving your goals at every step of your financial journey.