



ABOUT THE ARTIST

Joseph Levi, an 11-year-old Dutch artist based in Singapore, is using his passion for painting to support meaningful causes. With a vibrant and expressive style, his works reflect his creativity and generosity. Currently, Joseph is dedicating his art to fundraising for the Caregiving Welfare Association, channeling his talent to make a positive difference in the lives of seniors and their caregivers.

A Splash of Colour, A Heart of Gold

JOSEPH'S JOURNEY AT THE AFFORDABLE ART FAIR



In the midst of the vibrant 15th Affordable Art Fair in Singapore, an 11-year-old boy stood before a blank canvas. With a focused expression, Joseph Levi, a Dutch student living in Singapore, began splattering bright, energetic streaks of paint across the surface. The colours cascaded and merged, forming a dynamic composition he later titled *Falling Colours*. The scene captivated onlookers at the Caregiving Welfare Association (CWA) booth, where children were invited to paint in exchange for a small donation to support Singapore's elderly and caregivers.



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Joseph, however, had bigger dreams for his creation. As visitors admired his work, comparing it to Jackson Pollock's iconic style, Joseph turned to the volunteers with a bold proposal: "If I can sell this painting here at the fair, I'll come back and donate part of the money to CWA."

And so began Joseph's artistic adventure. With his canvas in hand and determination in his heart, he roamed the bustling art fair, pitching his work to galleries and artists. His first stop was the Singapore-based Aesthetic Fine Art Gallery, where director David Kuttan encouraged him to find his unique style and practice regularly. At another stand, art consultant Jennifer Soen advised Joseph to determine his value as an artist.

His journey brought him to artist Yi Feng at the Shanghai China Art stand, who snapped photos with the "young Pollock," and finally to the renowned Alessandro Berni Gallery. Alessandro Berni, the gallery's owner, listened intently to Joseph's pitch before offering him a deal: two artworks by artist Erol Gündüz, worth \$240, in exchange for *Falling Colours*. Joseph was thrilled—these were pieces he had admired earlier in the day but couldn't afford.

Yet Joseph hesitated. As his mother urged him to accept the generous offer, he explained his dilemma: if he traded for the artworks, he couldn't donate to CWA as promised.

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His moral conflict led him to Tel Aviv and New York-based Contempop Gallery, where owner Roy Seifert offered a solution. Seifert would pay for the donation in name of Joseph and advised him to take Berni's deal, allowing Joseph to keep his promise to donate.

With \$25 set aside for CWA, Joseph returned to Berni and finalised the trade. His face beamed as he proudly handed over the donation to CWA's team, fulfilling his promise.

By the end of the day, Joseph was not only the proud owner of two Gündüz artworks but also brimming with inspiration. Encouraged by the gallery owners' advice and their invitations to send more of his work, he declared his dream of becoming an artist—and a philanthropist. "I want to keep giving to charity, starting with CWA," he shared with a wide smile.

Joseph's journey at the Affordable Art Fair was a testament to the power of kindness, creativity, and determination. As his school, Holland International School, aptly puts it: "Happiness leads to excellence." This year's fair made many people happy, but Joseph's story of generosity and passion truly stood out.