

2022- 2023 Domain Capital Art Acquisition Impact Report

The 2022 - 2023 Impact Report showcases the success of the Domain Capital Art Acquisition Program and its impact to advance career pathways for Black Women Visual Artists outside the traditional gallery model and increase economic activity in the creative sector for underrepresented artists locally and nationally.

As a result of the program, Domain Capital circulated \$14,200 to the creative sector and empowered 7 Black Women Artists. The audience engagement for the program reached 65,000 people with over 40 people attending in-person for the artist talk event.





IMPACT SUMMARY

\$14,200

INVESTED IN BLACK
WOMEN ARTISTS

6 ARTWORKS

ACQUIRED | 1 MUSEUM, 1
GALLERY | 3 DIRECT PURCHASE

7 ARTISTS

SUPPORTED | 1 NATIONAL
5 LOCAL, 1 PHOTOGRAPHER

"I had such a great time during our artist talk at Domain Capital talking about going through the process of creating, our viewpoints in our practice, and opening up about the pieces that were selected. So grateful to reconnect with my TILA sisters and community." - Honey Pierre

"This was such a beautiful experience to be able to share mywork alongside these incredible gifted women artists." - Shardaya Jones

"Grateful for the opportunity to present my work and discuss the importance of deep exploration and letting go of perfectionism to respond as you create. Thankful to be in the opportunity of some phenomenal artists!" - Mia Anika

PROJECT PORGRAMS

The Artist Talk held on February 23 at the Domain Capital HQ was intended to connect the team members at company with the artists selected for the program. The goal was to foster connection, creative community and serve as a bridge between the private equity and creative sector.

ARTIST TALK IMPACT

65K

Audience
engagement
across social media
platforms

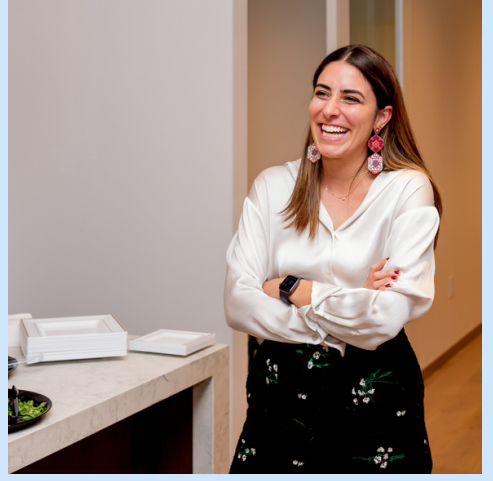
40+

Attendees hosted
at Domain Capital
HQ in Atlanta

102

Press
Announcement
shares

ARTIST TALK RECAP



LESSONS LEARNED FROM THE PROJECT

- Demystify the Art Industry language and make communications accessible and easy to understand
- Underestimated the timing of framing for works on paper
- Better coordinate with artists to schedule deliveries



OPPORTUNITIES & AREAS OF EXPANSION

- Online Digital Gallery for Domain Capital Group team members to purchase artwork
- Art of Collecting Holiday Event to educate team members
- Share Artist Exhibition Flyers & Events in the Domain Newsletter





Thank you

Thank you to the senior leadership team at Domain Capital for championing this project and empowering Isabala Salas to take an idea from ideation to completion! We look forward to more partnerships in the future!