

WHITFORD FINE ART PRESS RELEASE - OUTSTANDING WORK



**BRAM BOGART 'TIME IS
MONEY', 1984
Mixed media on canvas
175 x 210 cm**

**SHOWN BY WHITFORD
AT BRAFA 2025 STAND 79**

In 1984, Leni Bogart, wife of Bram decided to document in a series of photographs Bram's painting activities.

Bram set out making a work. As usual he started working outside but it began to rain. Covers were put over the work to protect it. Next day, Bram resumed work, and it began to rain again. Days went on and turned into weeks. Bram was able to work on the painting in between rain showers. So much time had been lost due to the rain that Bram Bogart called this work 'Time is Money', the aphorism first used in an essay by Benjamin Franklin in 1748. Bogart's 'Time is Money' was exhibited at the James Mayor Gallery in London in 1988 where Whitford Fine Art acquired it. Since 1988 the work has not been on the market.

This iconic painting called 'Time is Money' is one of the best documented works Bram Bogart ever painted.

Whitford is proud to present this spectacular, historically important and totally market-fresh work for Brafa's 70th anniversary for the first time in 25 years!

Herewith a few low-res illustrations and one high-res image of Bram painting it in 1984.

Please visit stand 79 to see the work itself in all its splendour.



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