

Joshua Rubenstein Discusses Passion Investing in *Citywealth*

July 7, 2025

Citywealth recently published an article exploring the world of passion investing. Joshua Rubenstein, partner and national chair of Katten's Private Wealth Department, explained that investors seek different types of returns when passion is the leading driver of an investment.

"What defines passion investing is that the most important element is the pleasure one gets from making the investment," Joshua said. "The possibility of turning a profit is often secondary, and sometimes not even realistic. Wasting assets such as cars, boats and planes are an example of where turning a profit is possible, but generally against the odds. My favourite example of passion investing, however, is wineries. They require constant investment and skilled supervision, often run at a loss, except for the truly world-renowned wineries, but allow the investors to express their love of and taste for wine in their vision of the production process."

["Unlocking the World of Passion Investing: Where Heart Meets Asset Value,"](#) *Citywealth*, July 2, 2025

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