

ART SMARTS



BUILDING A COLLECTION

OUR PANEL OF EXPERTS

- Blair Clarke**
Walter Clarke Gallery
- Elizabeth Fiore**
Elizabeth Fiore Art Advisory
- Leslie Gerber-Seid**
Gerber-Seid Fine Art
- Catherine McCormick**
MM Fine Art
- Damien Roman**
Roman Fine Art

"Create a list of criteria and be strict about sticking to a budget. Getting to know gallerists is a good idea, because they can suggest pieces that suit your taste and budget as well as show you works beyond those hanging in the gallery."

—Damien Roman

"Don't buy based on what you hear about 'hot artists,' as perceptions of artists can follow trends. Once you look at enough art, you will see common denominators in what speaks to you, which will help guide you in your decision making." —Leslie Gerber-Seid

"Many people build a collection around a theme—whether broad or specific—just as an exhibit has a common thread that ties the work together." —Blair Clarke

"Have fun and explore your interests!" —Elizabeth Fiore

WHEN YOU ARE READY TO BUY

"Take into account the subject, time period, provenance, whether a piece is signed and dated, and the exhibits and collections in which it has appeared. Just because a piece is by a famous artist doesn't mean it's good."

—Catherine McCormick

"Choose what you love — you will surely get your money's worth."

Blair Clarke



"Don't feel intimidated about asking questions. Dealers love to talk about art and artists."

—Leslie Corber-Seid

"Look for lasting aesthetic value by considering how a piece provokes thought and complements a physical space."

Lizabeth Fiore

"Select work that conjures memories or emotions or tells a story. Appreciation in value is something to consider, but that's secondary to loving a piece. You should be excited to see it every day."

—Damien Roman

MIX, MATCH, OR A LITTLE OF BOTH?

"Buying art and buying furniture are two very different things. Artwork should relate to you on many levels: aesthetically, emotionally, spiritually, and intellectually."

—Leslie Gerber-Seid

"Interiors and art are inextricably linked. I find it really fun to mix different periods of furnishings with contemporary art."

—Blair Clarke

"Art doesn't necessarily need to complement the decor—a contrast can be good."

—Elizabeth Fiore

"Ideally, you should invest in pieces you adore and use those works as the starting point for a room."

—Damien Roman



KA-CHING! HOW MUCH DOES PRICE ACTUALLY MATTER?

"Most people spend \$10,000 or less on a piece that's intended as part of their decor. You should also research market value to ensure an appropriate price."

—Catherine McCormick

"Look for the best work you can afford by an artist you love. And definitely buy originals if you can, as they have more resale potential."

—Damien Roman

"Although you shouldn't buy art only as an investment, you also don't want to throw away your money. It's important to know an artist's career path, where he or she has shown, and secondary-market pricing."

—Leslie Gerber-Seid

5 REASONS TO ENLIST ART ADVISORS

1 They know what's in the back room.

"Going to galleries is a great education, but what you're seeing is only the current show."

—Leslie Gerber Soid



2 It's the smart financial move.

"Just as you would consult a financial advisor before making a financial investment, it's smart to engage a specialist when buying artwork. Plus, an art advisor is able to secure pieces before they're released to the general public."

—Elizabeth Fiore

4 They can help you take baby steps.

"If you're a new collector, advisors can lead you through the particulars of the market, assist with framing, and suggest work that either fits a specific space or enhances the value of your overall collection."

—Damien Roman

3 They have experience.

"It's like going to the grocery store with a chef: That person knows what's fresh and what's best for that night's meal."

—Blair Clarke

5 They know the market.

"An advisor can tell you if an artist is worth collecting and inform you about market value."

—Catherine McCormick

