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SHARPEN YOUR EYE FOR ART

Four leading art luminaries talk trends, tips and emerging stars.

By Sue Hostetler

Richard Edwards
Owner, Baldwin Gallery

Is there an emerging artist who you are most interested in right now?

We've started to work with two New York-based artists, Taryn Simon and Marc Swanson. Both are having their first shows with us this summer and are gaining museum attention. Taryn has a solo exhibition at the Tate Modern and Marc has a one-man show at the Contemporary Arts Museum Houston in July.

With so many global art fairs, is there one upcoming event not to miss?

It's a tie between La Biennale di Venezia, the oldest and still most prestigious biennial, and Art Basel in Miami, the original heavyweight of art fairs.

Whose work have you recently been collecting?

Carroll Dunham, Rachel Whiteread, Marc Swanson, Jeff Wall and Laurie Simmons, amongst others.

What has been your most thrilling Aspen art experience?

I always look forward to the openings at the gallery. We present new works by major artists, which is a great honor and privilege. I am especially excited about our first exhibition with the German installation artist Rebecca Horn, which opens July 29. She is the recipient of the Barnett and Annalee Newman Foundation Award and the Documenta Prize, and has had numerous solo shows at major museums worldwide. This is her first visit to Aspen.

James R. Hedges IV
President and Founder, Montage Finance

Which emerging artist are you most interested in?

I love seeing the proliferation of traditional, formal, intimate painting as evidenced by up-and-coming artists like TM Davy. I'm also so attracted to the artists who include a

wide array of media, like Kalup Linzy, who delves into performance art, photography, filmmaking, drawing, animation and writing.



What current trend or movement do you find most compelling?

There is an undeniable trend toward art as an investment. Art has become a global currency, and in addition to its aesthetic and personal appeal, it can be a remarkable investment. Montage Finance was formed to help collectors and galleries access opportunities in the art world by providing liquidity, equity investment and advice on all aspects of this confluence of art and finance.

To what do you attribute the sustained value of art while other assets have struggled?

It has attracted billions of dollars of capital investment in the past few years, thanks to its liquidity being more favorable than other alternative investments such as hedge funds, private equities and real estate. There is little doubt that more investors and collectors will utilize art as a part of their wealth management and lifestyle.

Dennis Scholl

Vice President, John S. and James L. Knight Foundation

What is new and exciting in the art world?

My wife, Debra, and I are specifically interested in ideas that include artists making work that relates to social causes. The public is starting to support individual artist's projects via the website kickstarter.com and the move to a shared spirit of participation and audience engagement.

On the global stage, what's caught your attention?

In Venice, I'm excited about The American Pavilion and the artist couple Jennifer Allora and Guillermo Calzadilla. I'm also excited about the Mark Bradford show at the Museum of Contemporary Art Chicago. It's the best single-artist show touring America right now. Contemporary art world trends are often difficult to define.

Is there a particular mission, style or movement that you feel has been dominant?

Not since the 1960s have I seen so many artists using their practices for specific social causes. Artists have really begun to think that their work can make a difference. Think Kara Walker, Barbara Kruger. There's also another big movement putting patrons together with individual artists to fund their projects, including a successful new website called unitedstatesartists.org.

What are you and Debra collecting right now?

We are focusing on works on paper and aboriginal art. We've already bought 15 pieces. Paper is almost a reaction to the excess of the big and bombastic nature of art recently. We went to Australia several times in making my wine, and those trips have really

Jennifer Blei Stockman
President, Solomon R. Guggenheim Museum Foundation

What advice would you give to a new collector?

Accumulating knowledge is critical to building a successful collection. Subscribe to art magazines, become a member of museums, visit private collections and attend local and international art fairs, biennials, museum exhibitions and gallery shows. Be cognizant of what moves you and why. Get to know the dealers and figure out whom you trust and which ones represent artists who generally appeal to your aesthetics.

And when making a purchase, what are your tips?

Buy the highest quality and the best example of an artist's work that's available and affordable. Many collectors mistakenly buy with their ears, because they hear an artist is hot. Try not to follow the herd and buy with your eyes. Don't be afraid to make mistakes. Every great collector, from Andrew Carnegie to Leonard Lauder, has probably made some.

What international city currently has the most fascinating, ambitious art community?

There's something about Berlin that's incredibly unique, fresh and extraordinary. It's filled with brilliant 20th- and 21st-century architectural examples, and 170 museums and galleries. My personal favorite is the Pergamon Museum, built during the 20th century to house archeological treasures.