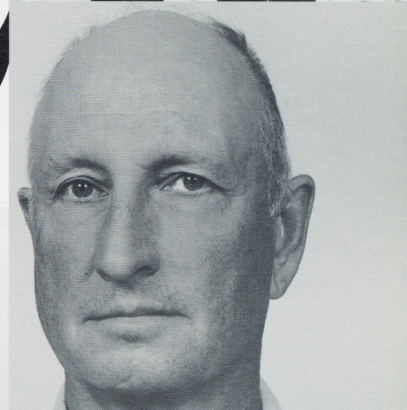


SPECIAL ANNUAL EDITION: THE ART WORLD'S MOST INFLUENTIAL PEOPLE

# ART+ AUCTION

THE INTERNATIONAL MAGAZINE  
FOR ART COLLECTORS  
DECEMBER 2009 ARTINFO.COM

## POWER issue



**Risk**takers **ÜBERS**  
deal closers **TASTEMAKERS**  
**MOVERS** rogues + rebels

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# art advisers Assurance agents.

At the height of the boom, when buyers had to wait ages to purchase works by the hottest artists, advisers could make a good living by helping novice collectors get on restricted waiting lists. But as the pool of purchasers has become smaller and entrée to the inner sanctum less of an issue, the advisers left standing are the ones who have made themselves needed in other ways.

"What we still provide, and what wasn't discussed as much back then, is connoisseurship," says New York-based adviser Stefano Basilico. Advisers are taking it more slowly now, digging for the best pieces at the best prices. "People who listened to collectors saying, 'Get me this, and get me that, built collections that, by and large, cannot be supported in a long-term market,'" says longtime authority Thea Westreich. "We are not picking stocks here. We are buying great and significant works of art, whether for \$15 thousand or \$15 million."

A seasoned adviser has become more crucial, according to Allan Schwartzman, because even experienced collectors need assurances that they are making smart purchases. "Those collecting today, regardless of their degree of wealth or their budget, want to be more thoughtful about the decisions they make," he says.

"It's a good time to enter the market, when major works are selling for less than they were two years ago, but clients still may not be sure if this is the bottom or if they're overpaying," says Todd Levin, director of Levin Art Group. "That's where an experienced art adviser can, from a financial perspective, add value."

Simon Watson, a New York-based adviser who specializes in young and emerging artists, notes that a professional can also help clients with timing. "It's about saying, 'This is what we should buy now, and this is what we can wait for'" Watson thinks the market is poised to heat up after winter: "I'm telling my clients, 'You have six months. Get serious, get focused. Let's get what we want now, because it will be harder come late spring.'" —SD

## advisory power

**PETER DOROSHENKO** As president and artistic director of the PinchukArtCentre, in Kiev,



Doroshenko has the ear of the Ukrainian mega-collector Viktor Pinchuk, not to mention his purse strings.

**SANDY HELLER** When the financial industry crashed last fall, some thought Heller would drop off the map, since his art advisory caters to hedge funders. But he was still dashing around Frieze Art Fair, in October, working behind the scenes and making ever more selective purchases.

**MARY HOEVELER** Leaving Citibank to start her own art advisory in spring 2008, just as the market was about to crater, may have looked risky. But even in the depths of the downturn, Hoeveler has continued to pursue opportunities for her clients. In the process, she helped California Light and Space artist Douglas Wheeler

achieve an auction record when she paid \$290,500 for one of his early Plexiglas and neon pieces at Christie's in May.

**BARRY ROSEN** An art historian rarely wields real power in the art world, except when he manages the very valuable estates of Eva Hesse, Allan Kaprow and Lee Lozano.

**ALLAN SCHWARTZMAN** *Art+Auction* contributing editor Schwartzman boasts such high-powered clients as Howard Rachofsky, in Dallas, and serves as curator for the Brazilian collector Bernardo Paz's Inhotim Contemporary Art Center.

**PHILIPPE SÉGALOT**

Note to any adviser seeking the top spot in the pecking order: It helps to have as a client one of the world's most influential collectors, say, the French billionaire François Pinault, plus access to some of the most coveted modern and postwar pieces the minute they come to market.



**THEA WESTREICH** The New York art world veteran, who runs Thea Westreich Art Advisory Services with her husband, Ethan Wagner, has long been an art-fair presence and an active bidder in the salesrooms. This summer she curated a major show at Stonescape, the Napa Valley winery of longtime clients Norah and Norman Stone.

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### risk taker

RON ARAD  
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TIM BLUM & JEFF POE  
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LEIGH KENO  
DAVID LESTER

SFMOMA  
BENJAMIN STEINITZ  
AI WEIWEI  
DAVID ZWIRNER

### new power

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THE BRUCE HIGH QUALITY  
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MOZ FABRIS  
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BERND RUNGE  
SWOON  
WHW  
CHARLES E. YOUNG  
"YOUNGER THAN JESUS"

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