

TOP RECOMMENDED  
SPEAR'S 500  
2017



Mary Hoeveler

M.G.Hoeveler, Ltd Art Advisory

## MARY HOEVELER M.G.HOEVELER, LTD ART ADVISORY

### OUTSTANDING IN FIELD

COMPANY TYPE  
ADVISORY

One art buyer's crisis is another's opportunity.

When the stock market crashed in 2008, soon after Hoeveler had left Citibank's art advisory team to go solo, the art market crashed too, benefiting Hoeveler's clients who had 'the stomach and the nerve' to jump in. 'We saw the opportunities and acquired things we wouldn't have bought in an inflated market.'

It wasn't Hoeveler's first 'grim time', having joined Christie's after the Japanese-money bubble had burst in the early Nineties. It's all valuable experience: 'I do understand the cyclical nature of the market and I'm not scared by it — and my clients aren't either.'

Working with existing collectors who are 'upping the ante' financially or 'engaging much more deeply' in time terms, Hoeveler prides herself on her access and her acumen: 'If you're a new collector... and can't get access to a higher level of quality material, an adviser is critical. My clients gain from an extensive network of relationships I've built over 25 years in the business.'

Instead of buying hot young artists at the top of their price in the secondary market (ie auctions), Hoeveler buys early and directly from galleries. Knowing if any young artist is worth the money is hard; you need 'a good eye'. 'It's not magic — it's an understanding of art history and thousands of hours spent looking at art...' Her approach is curatorial. 'My clients want the ideas and connoisseurship I bring. For some clients this means building a meaningful collection. For others, it's acquiring a significant work. I help them all make better decisions.'