



# CULTURED's Power Art Advisor List: 20 Advisors Shaping the World's Top Collections

Art advising has become big business. These professionals are setting the standard for a growing industry.

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There are a handful of professions in which the gap between excellence and competence is especially large. Plastic surgeons. Olympic swimmers. And, yes, art advisors.

As the art market has grown precipitously over the past three decades, so has the business of art advising. There are simply too many art fairs, galleries, and auctions for an ambitious collector to canvas alone. Plus, the elite art advisor does a lot more than just *look*. They carry out original research to uncover overlooked gems, handle pesky elements of collecting like shipping, framing, and appraisals, create custom travel itineraries and art lookbooks, and continually push their clients to expand their horizons.

*CULTURED* consulted expert contributors, gallerists, art-fair executives, and collectors from around the globe to assemble a group of trustworthy and influential advisors shaping some of the world's top collections. They range widely in age, offer expertise that stretches from Old Masters to ultra-contemporary, and work with clients across the tech, entertainment, sports, and finance sectors. What they share is a passion for hunting down the best work they can find and playing matchmaker with a collector who will treasure it. While their efforts often unfold behind the scenes, these figures are critical to informing what we value—and to building the art history of the future.



Image courtesy of Casey Kelbaugh. Goodman Taft New York and Cambridge, Massachusetts

Abigail Ross Goodman cofounded Goodman Taft in 2010 and now runs it with former gallerists Molly Epstein and Ellen Langan. While collection-building sits at the core of their business, they also push the boundaries of what advisors can do philanthropically by engaging in institutional work and public art initiatives. Headquartered in Cambridge and New York, the team recently spearheaded the permanent installation of Nicole Eisenman's *Grouping of Works from Fountain*, a set of three androgynous nudes lounging by a pool of water, in the city's Fenway district. —*Melissa Smith*

What is the biggest mistake rookie collectors make?

Moving too fast and acquiring based on what is perceived as “hot” as opposed to taking the time to look, train their eye, and develop their own point of view.

How long should someone spend looking at a work of art before they decide to buy it?

This is a tough question because all timelines and decisions are subjective. Ideally a collector has had a meaningful encounter with a practice and has had some opportunity to study the art ecosystem holistically before seriously diving in, but part of passionate and authentic collecting must allow for acting opportunistically and on instinct.

Which artists are you most excited about right now?

The list is long. As a collective with many decades of art-looking amongst us, we are frequently excited by long-established artists who are confidently committed to their visual language (we were recently in the studios of Fred Eversley and June Leaf) and an authentic approach to exhibition-making (very inspired by Christopher Wool's recent presentation in a former office space in downtown New York City). We are lovers of sculpture, and are consistently drawn to innovation in this medium by female practitioners specifically.