

AVENUE

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The Art Issue

Setting The Pace

Nicola Vassell
Brings The Pace Gallery
Into The 21st Century

The Pace Gallery Director Nicola Vassell

NYC's Most Important Art Collectors:

Agnes Gund, Aby Rosen,
Beth Rudin DeWoody
And More

Inside Artist
Richard Dupont's
Studio

Record (Setting) Collectors

Secrets from inside the collections
of the biggest contemporary art
enthusiasts in the picture

by LORINDA ASH

New York is the center of the contemporary art world, overrun with collectors, artists, galleries, private dealers, advisors, framers, shippers, writers, magazines and auction houses. No longer the secret hobby of a wealthy elite, collecting contemporary has gone mainstream. From Park Avenue to Park Slope, with budgets limitless and limited, people are now interested in buying art both for pleasure and investment.

But no matter how widespread the pursuit, there remains a handful of choice collectors whose opinions, purchases, institutional support and trend-setting savoir faire influence what others buy and sell. Their homes could be mistaken for galleries or museums, and their calendars are filled with the biggest openings and benefits in the city. Everyone from gallerists to dealers is vying to have their ear because not just anyone has their eye. These are New York's most wanted collectors.



Eli Broad

With an art-filled home in Brentwood, L.A., a Richard Meier-designed Malibu beach house and a New York pied-a-terre at the Sherry Netherland, billionaire businessman and philanthropist Eli Broad is a national collecting force. Broad has been called Los Angeles' most significant arts patron, and his resume boasts intimate involvement in the founding of The Museum of Contemporary Art (MOCA), The Broad Contemporary Art Museum at LACMA, Frank Gehry's Walt Disney Concert Hall, the revitalization of downtown Los Angeles and the Claremont Colleges, to name a few projects. Broad has recently begun work on the building of his own Contemporary Museum in Los Angeles, which he expects to be the crowning achievement of his lifetime as an arts patron and collector. Although he and his foundation have purchased more than 2,000 works of art, Broad has no trouble picking out his favorites: Jeff Koons' *Rabbit* and *Michael Jackson and Bubbles*. "I never thought they would be worth as much as they are today," he says with a laugh. When asked which undiscovered artists he bought early in their careers, Broad cites Jean-Michel Basquiat, Jeff Koons and Cindy Sherman (The Broad Foundation houses the world's largest collection of her photographs). He also owns the single largest personal collection of the late, great Roy Lichtenstein. Broad's favorite dealers include Gagosian, Zwirner and Wirth, Matthew Marks and Metro Pictures. But in the end, the Broads make their own decisions, as they have over a lifetime of art collecting.

"I never thought they would be worth as much as they are today."

—Eli Broad on his Jeff Koons pieces

Barbaralee Diamonstein-Spielvogel

Barbaralee Diamonstein-Spielvogel has created an unparalleled modern and contemporary drawings collection. Drawing as a medium, she believes, embodies the essence of the artist's work—just as essays, which she and husband advertising legend Ambassador Carl Spielvogel also admire (they give an annual PEN Award for the best collection of essays), reflect the true intent of the creator. Gracing the couple's magnificent Park Avenue apartment and Southampton homes is a very personal and highly sophisticated collection of works on paper, from Freud to Picasso to Lichtenstein to Twombly to Johns and others too numerous to name. Diamonstein-Spielvogel is also her own curator, framer and installer. In her spare time, the vice-chair of The New York State Council on the Arts has been hard at work on her 20th book, the illustrated encyclopedia *Landmarks New York, Volume V*, to be published in September accompanied by an 11-city traveling museum tour throughout the state.



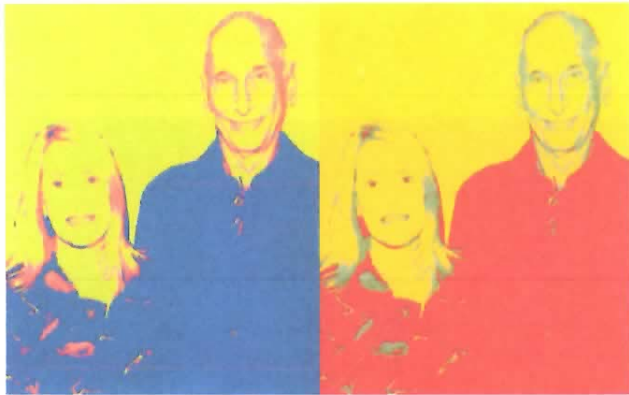
"I've gotten great advice from friends over the years. The first was Burton and Emily Tremaine, who introduced me to Leo Castelli. But in the end, I make my own decisions."

—Agnes Gund



Agnes Gund

The reigning queen of New York's art world is beloved philanthropist and collector Aggie Gund. She is the President Emerita of The Museum of Modern Art and chair of Mayor Bloomberg's Cultural Affairs Advisory Commission. In addition, Gund sits on the boards of at least seven other cultural institutions and is beyond generous to many more. Self-effacing and unassuming, Gund smiles modestly when asked about her collection, despite the fact that it is so astounding it draws the attention of museums and educational institutions from around the world—to which she graciously opens her incredible Park Avenue home. Visitors are dazzled by her collection of post-war, pop, minimal, contemporary and Asian art. "I've gotten great advice from friends over the years," Gund says graciously. "The first was Burton and Emily Tremaine, who introduced me to Leo Castelli. But in the end, I make my own decisions." And what impressive decisions she's made since buying her first piece at the age of 26. "Two pieces I'd never sell are the Jasper Johns 1963 classic *Map* and Roy Lichtenstein's 1962 comic painting *Masterpiece*," says Gund. Those plus works by Johns, Lichtenstein, Rauschenberg, Pollock, Rosenquist, Marden, LeWitt and Serra are just a few of her treasures. But to the New York art world, Gund is the most treasured of all.



Stefan Edlis and Gail Neeson

Collectors Stefan Edlis and Gail Neeson were recently honored by Manhattan's downtown New Museum of Contemporary Art, and virtually the entirety of the New York art world turned out to pay homage to them. Splitting their time between the city, Chicago and Aspen, the pair has been among the most generous supporters of the Museum of Contemporary Art in Chicago and the Aspen Art Museum. The charming and fun-loving couple is routinely courted by the many dealers and artists whose work they collect. Frequent fixtures in the auction rooms, they do not hesitate to buy, sell and aggressively pursue new work, adding to their collection with an enthusiasm that belies Edlis's many years as a collector. Peppered with questions about whether he buys for love or investment and asked to predict the future stars of the art world, Mr. Edlis says with his characteristic chuckle, "I only discuss these weighty questions—together with the meaning of life—at a bar with the help of a gin on the rocks with a splash of water and two olives."



Sandy Heller

Well-known art advisor Sandy Heller is most wanted for the advice he gives to his Wall Street clients. Although everyone knows his client roster includes billionaire collector Steve Cohen, when asked to comment, Heller discreetly replies, "I'm not at liberty to say." He is courted by dealers throughout the city in the hopes that he will recommend a big-ticket purchase to his rarefied clientele. Indeed, Heller has reason to be optimistic when it comes to the market. "Most of my gallery friends seem to feel more confident," he says. "Dealers seem to feel better, shows are still ambitious and expensive to make and the work is selling. New York feels good." Of course, Heller admittedly "works in a little bubble" at the very highest end of the contemporary art market. Even so, Heller's nothing if not prudent: He likes to see an artist's proven track record in the last 10 years and only then feels comfortable betting on their future.



Richard and Barbara Lane

While the art world is propelled to new heights by many a young, aggressive buyer and endless Wall Street money, Richard and Barbara Lane exemplify a certain breed of collector that shares a passion and long-standing involvement and generosity in contemporary art. (Think the Lauders, Macklowes, Sauls and Newhouses, to name a few.) The Lanes have long been leaders of the American Friends of the Israel Museum and have been involved with many New York institutions, along with their daughters, Allison and Meredith, now significant collectors in their own right. Interior designer Barbara and real-estate mogul Richard are true connoisseurs of contemporary art, post-war Italian painting and 20th century design. The one painting they'd never sell? "Rauschenberg's combine painting *Backwash*, 1959—our first major purchase in 1987," according to Richard. But he has a different answer when asked which is the one piece of art they didn't think would be worth a lot: "Our first Warhol painting, purchased in 1978, *Troy Donahue*, 1962." Their biggest regret? "The one that got away," he recalls wistfully, "Jasper Johns' *Jubilee*."

The Top 59 Collectors in New York

Sid and Mercedes Bass
 Robert and Renee Belfer
 Leon and Debbie Black
 Nelson Blitz
 Peter Brant and
 Stephanie Seymour
 Melva Bucksbaum and
 Ray Learsy
 Eli Broad
 Donald Bryant
 Gustavo and Patricia
 Cisneros
 Michael and Eileen Cohen
 Steven and Alexandra
 Cohen
 Ago Demirdjian and Tiqui
 Atencio
 Barbaralee Diamonstein-
 Spielvogel
 Stefan Edlis and Gael
 Neeson
 Daniel Filipacchi
 Glenn and Amanda
 Fuhrman
 Danielle and David Ganek
 Laurence Graff
 Agnes Gund
 Charles and Nathalie de
 Gunzburg
 Christine and Andrew Hall
 Sandy Heller
 Ronnie Heyman
 Susan and Michael Hort
 Peter and Jill Kraus
 Henry and Marie-Josée
 Kravis
 Leonard and Evelyn
 Lauder
 Ronald Lauder
 Francine LeFrak and Rick
 Friedberg

The Top 59 Collectors in New York

Tom and Janine Hill
Richard and Barbara Lane
Tom Lee and Ann Tenenbaum
Adam Lindemann and Amalia Dayan
Ninah and Michael Lynne
Harry and Linda Macklowe
Donald Marron
Don and Catherine Marron
Alberto Mugrabi
S.I. and Victoria Newhouse
John and Amy Phelan
Leon and Cynthia Polsky
Louise and Len Riggio
Aby and Samantha Rosen
Alexander Rower and Elan Gentry
Beth Rudin DeWoody
Charles Saatchi
Mortimer and Jackie Sackler
Arthur and Pamela Sanders
Benedict Silverman
Sheldon Solow
David and Jennifer Stockman
Jerry Speyer and Katherine Farley
Andrew and Denise Saul
Jerome and Ellen Stern
Ellyn and Saul Dennison
Daniel and Margaret Loeb
Emily Fisher Landau
Stafford and Laura Broumand
Ann Ziff



Tom Lee and Ann Tenenbaum

Private equity genius Tom Lee and his arts patron wife, Ann Tenenbaum, have an exceptional collection of post-war and contemporary painting and sculpture, along with an exceptional collection of vintage and contemporary photographs. Tenenbaum serves on the Public Design Commission of NYC as the representative and board member of The Metropolitan Museum of Art. She is also on the boards of The Studio Museum in Harlem and The Chairman's Council of MoMA, amongst others. She and Lee are known to be a very generous, engaging and decisive couple with confidence in their taste. "I only buy what I love and I'm not sentimentally attached to the pieces," Tenenbaum admits. "My favorites change all the time. Right now it is our Pollock drip painting." She has few regrets, with the exception of "the Miró constellation we failed to buy at auction a few years ago," as she ruefully notes. Such failures are few and far between, and the couple has amassed a truly great collection of masterpieces.



Adam Lindemann and Amalia Dayan

Dashing polo player, businessman, author and art collector Adam Lindemann is married to his favorite art dealer, Amalia Dayan and, as he says, "the rest I can live without." What work of art would he never, ever sell? Lindemann says with a twinkle, "My five daughters—but I'll field offers." He is proud that he has acquired quite a few undiscovered artists early in their careers, but regrets that it's "never enough." He explains, "Murakami was an early love affair, as well as Damien Hirst and Urs Fischer, and I'm still a big fan of all three." Yet there are still those dream purchases . . . "Picasso's *Guernica* or perhaps I'd prefer Titian's *Venus of Urbino*. Give me that and I quit." In the meantime, Lindemann and Dayan surround themselves with contemporary art and design in their jaw-dropping homes in upstate New York, Montauk and Manhattan.

Beth Rudin DeWoody

Anyone who knows real estate heiress/collector/curator Beth Rudin DeWoody knows that all her endeavors in the art world are, as she says, "definitely for love." Among her enormous collection of rising stars and masterpieces is a great Mylar and graffiti painting by Rudolf Stingel, the über-hot artist who recently showed at Gagosian Gallery. "When I bought it, I had no idea who he was," she admits, "but I loved the piece." She also loves "all dealers," DeWoody says, but notes Craig Starr, Jack Shainman, Luhring Augustine, Bryce Wolkowitz and Risa Needleman among her go-to dealers. A tireless attendee of gallery shows, museum openings, charity events and music and art-world parties, Beth is known for her energy, generosity, passion and personal commitment to art and the many artists, dealers and friends in her very broad orbit.



"When I bought it, I had no idea who he was, but I loved the piece." —Beth Rudin DeWoody on a work by Rudolf Stingel



Charles Saatchi

For 30-plus years, Charles Saatchi has been buying art, exhibiting it in his galleries, publishing beautiful catalogues, selling the work and moving on to new art. From his London perch, Saatchi exerts a powerful pull over the New York art market, snatching up work from emerging artists here and bringing it to the attention of a European audience. His is the collection that every young artist wants to get into and every dealer wants to sell to. "As far as taste is concerned, I primarily buy art in order to show it off," he writes in *My Name is Charles Saatchi and I am an Artoholic*. "So it's important for me that the public respond to it and to contemporary art in general." Saatchi was an early buyer of Cy Twombly, Andy Warhol, Donald Judd, Damien Hirst, Jeff Koons and dozens of the greatest emerging artists of our time. When asked his opinion of the current art market, he answers, "It will recover from the recession and become even stronger than before." In the meantime, Saatchi says, "I'm buying at my usual fast pace." What makes him buy a work? "If it doesn't look like something I have seen 100 times before. Or if it's visually very pleasing, or visually particularly repellent." England's most famous art collector is also married to Domestic Goddess Nigella Lawson, and their home together is a tribute to visual and culinary masterpieces alike. ♦