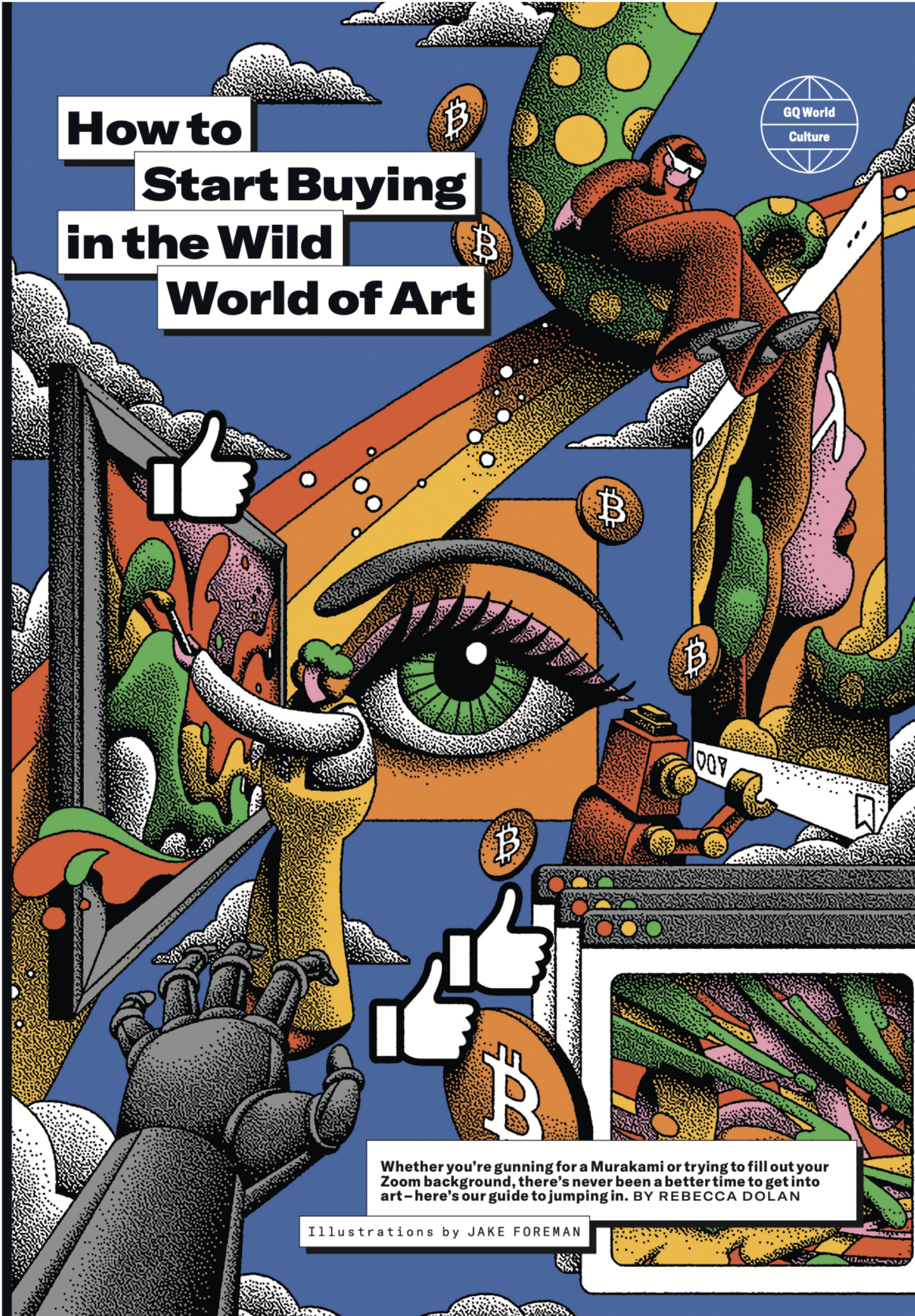


How to Start Buying in the Wild World of Art



Whether you're gunning for a Murakami or trying to fill out your Zoom background, there's never been a better time to get into art—here's our guide to jumping in. BY REBECCA DOLAN

Illustrations by JAKE FOREMAN

THE ART WORLD IS A LAWLESS LAND. The newly crypto riche bid on *Simpsons* cartoons by TikTok-red-hot KAWS, while Saudi royals spend millions on questionably sourced Da Vinci paintings. Art fairs from Miami to Hong Kong glisten with A-listers like Leo and Pharrell (alongside oligarchs and the just-here-for-the-champagne crew). Artists, meanwhile, face an impossible task: producing work in a creative economy mutating every second in response to new tech, while the economy teeters on the edge of recession.

For newcomers, it's a hard scene to crack. But the last few years have spurred the art world to drop many of its usual barriers to entry, forcing galleries, fairs, and auctions to go digital. Now, anyone with an internet connection (and an Insta account) can try their hand at collecting. You don't need an art history degree, or a trust fund, to make your first serious art purchase. We asked those in the trenches – gallerists, fair directors, advisers and analysts – for their best advice on getting started, whatever your budget.

Start with the Big Picture

1

GIVE YOUR EYES A WORKOUT

Don't start by collecting art, start by looking. You have to think of your eyes as a muscle and give them constant stimulation. A work that is super pleasing and straightforward at the beginning very often gets tiresome. A work that seems odd but still caught your eye can be a good thing. Research the works that have been catching your eye. – *Sibylle Rochat, owner of Rochat Art Consultancy*

2

TRUST YOUR GUT

When I started collecting, I was so terrified of making a "mistake," that I followed whatever trends my friends with more money or art advisers were buying – things that I thought I wouldn't regret buying. The moment I trusted my own instincts and what I liked, that's when everything came alive for me. – *Russell Tovey, actor and co-host of Talk Art podcast*

3

IF YOU'RE LOOKING FOR A LUCRATIVE HOBBY, KEEP LOOKING

People who come into the art market whose only motivation is making money will be disappointed. Anything seen as short-term or speculative, I would stay away from and see this as a long-term investment. – *Anders Petterson, founder and CEO of ArtTactic*

4

DON'T GET HUNG UP ON MICRO TRENDS

If you look at art magazines from 10-15 years ago, you will have never heard of 80 or 90 per cent of the artists featured in there. Fashions are very unpredictable and have a particularly short shelf life, in terms of both public prestige, and, usually, financial value. – *Jason Farago, critic at large for The New York Times*

5

THINK OUTSIDE THE OIL PAINTING

Artwork is so much more than the word suggests. Having art around the home could be as simple as taking home a poster from an exhibition or it could be intentionally propping up a screen on the kitchen table and showing something on a loop. We can be more creative about how we keep and access art. – *Ronan McKenzie, founder of the gallery HOME*

6

DON'T GET STUCK IN ONE CORNER OF THE SCENE

Go to art school diploma shows, small galleries and artist-led spaces, but also in the same week, go to an exhibition at a museum. Seek contrast. Look at different conversations. – *Sibylle Rochat*

7

GREAT COLLECTIONS TAKE A LIFETIME

Look into artists the same age as you. It's easier to invest in someone starting out and, over time, you grow with the work and the artist. – *Nadia Samdani, co-founder of Dhaka Art Summit*

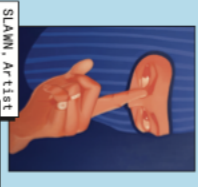


ADD TO CART
Our vibey artist picks
curated by **JOSEPHINE JUD**



RECOMMENDS
SKEPFA, MUSCLEAN
SOLDIER BOY FRIEND

This young Lagos-born painter (aka the Supreme of the Block) has taken the homeownr's explosive art scene to London, with hypnotic, camp-inspired works on the canvas piece he did; it spoke to me, says Skypa. @soldierboyfriend



RECOMMENDS
SLAMM, ARTIST
TANGUY BOUJES

This young French painter uses pop art visuals and references to the pop culture of the 1960s and 1970s. He depicts real things that I take to heavily and doesn't just do the art thing for fun. @tanguy_boujes

The Hottest Gallery is

BY REBECCA DOLAN

Instagram

Social media has obliterated the artworld's barriers – here's how to spot the future masterpieces in your feed.



THE ART MARKET is rife with gatekeeping – unless you follow the right accounts. Then, some of the industry's slammed-shut doors regularly spill open onto your feed. Across Instagram, artists give snapshots of their private studios, collectors show off their art-filled homes, and dealers DM for things better. For better or worse, it has become the main platform for many artists to exhibit their work. In an age where access to physical spaces is increasingly scarce, but success is fully available, the art market is digital, home is, well, an art. Collectors have a staggering amount of content to sift through. In 2020, the share of buyers using Instagram to discover new artists shot up to 87 per cent, according to a study by Statista. TikTok has made some artists go big – like Matt Chesson, who posts videos of

LUNA PALVA: STUDIO TWENTYSEVEN.

himself painting pop art portraits with dummy sometracks. But for the moment, IG's monopoly on images make it the art world's virtual marketplace. For visual artists Instagram has played the same role that YouTube did a decade ago for musicians. "Today the majority of emerging artists who are being taken on by the leading contemporary art galleries have been discovered by Instagram," says a representative for the platform. "Don't waste your time scrolling endlessly and sending DMs to the void. A good place to start is by following art schools (@slateart, @royalcollegeart, @artcenter, @realsulpture and art.com) or art accounts (@saatchiart, @artnet and @artfinder.com are the best). I use Instagram as a diary, phonebook, and catalogue," says Mariana Baldo Santos, an artist who hasn't yet started with a gallery, which would usually require exclusive

practice," says Genevieve Leavold, a UK artist who uses the app to check out their career trajectory and gauge if a price seems fair. If it doesn't, it's not off the table to ask for a discount. But in the part, Instagram is a good option for finding work at the lower end of the budget spectrum. Painter Matthew Butrows received an MBE after setting up artist-empowerment during lockdown. Artist used the hashtag to sell their work for £200 or less and while it's still active, the cap has been raised slightly to £250 to reflect inflation. The biggest challenge to buying on Instagram is the lack of a real artist. Just like buying from a real artist, just like buying from a real artist, just like buying from a real artist. And if you're successful, don't forget to splash your new art all over the grid – you never know who might be looking.

RECOMMENDS
LIZ JOHNSON ARTIST, Photographer
XAVIER SCOTT MARSHALL

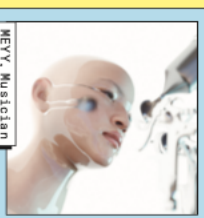
"Xavier's work never lets go of the respect he bestows on the people he photographs," says Atur. The 27-year-old turns his lens towards everyday Black people, capturing moments of drama and intimacy from Harlem to Trinidad and Tobago. @xavierscottmarshalls

RECOMMENDS
BEN BRIDOME, Curator
LENI XU

Ben Xu uses saturated hues and beautiful, moody portraits – equal parts eerie and mesmerizing. Like an underwater image. Born in China, based in NYC and starting to exhibit globally. Leni is open. Brown for sale. @benbridomeyoutubedia

RECOMMENDS
MACHO POLLO and ROBERT OMSKA, Dadaist
LUNA PALVA

Tomas is one of the hottest things happening in his native Argentina. He's a master of making funny, bizarre forms that demonstrate the delicate beauty of inspiration. @lunapalva



MERVYN NILSDOTTIR
RECOMMENDS

Allen has just finished art school, but he's already caught the eye of Leove with his hyperal, extraterrestrial makes impossible ideas a reality. He, and in the strong and skilled hands of Mervyn. "His caution and eye is so delicate, yet very loud and profound." @omahabers



ART: FOREMAN, 20
RECOMMENDS

The Australian illustrator's heavy and textured work (including on the very featured) thrillingly captures the mid-20th-century psychodrama of his subject. Warm colours are so pulled in front of his eye, whether that be on a second sleeve, a seaboard, or zine. @Jakedorman

8 MAKE FRIENDS THEN MAKE MORE

Getting to know the people you're buying from makes all the difference in terms of getting a better price, advance notice and being involved in things where you might meet interesting people and where you might be shown things for private sale. —*Ralph Taylor, global head of Post-War & Contemporary Art at auction house Bonhams*

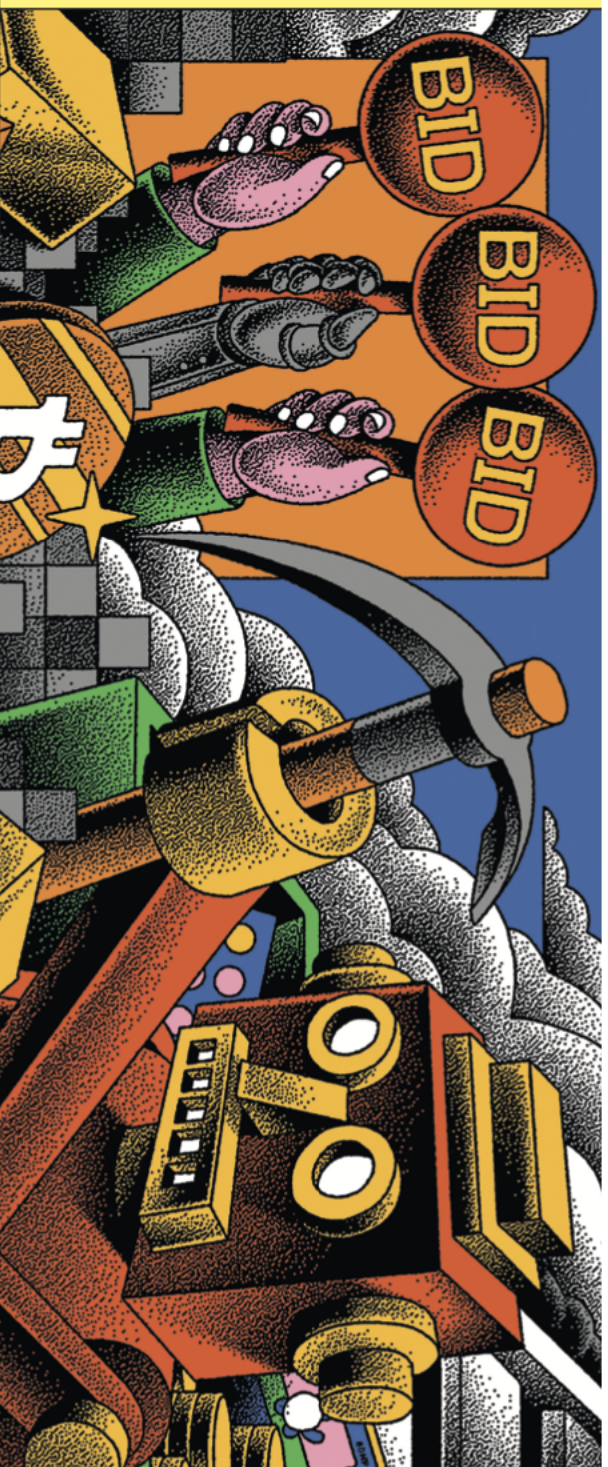
9 IF YOU LIKE AN ARTIST, APPROACH THEIR DEALER EARLY (AND OFTEN)

A lot of people think, "If I go to the exhibition opening, that gives me instant access." But by the time you get to the preview or opening day, the entire exhibition can be sold out. —*Martina Press Granger, founder of The Artist Advisory*



JACK BRIDGLAND, 1960
RECOMMENDS

Twainese artist Lily. In makes vivid contributions to the work has featured using an electric palette. "These are the colours I'd always see growing up in cartoons, film, says Bridgland @lily_n."



Now's the Time to Ride the Generative Art Boom

BY BRIAN DROITGOUR, EDITOR-IN-CHIEF OF OUTLAND

All the Bored Aps might be gone, but the machine-made art explosion is still here. The hard part is working out what's worth anything in an age of infinite creativity (and replaceability).

IT USED TO BE MERRY to make art with code. Then NFTs came along and unleashed a gold rush. The vibe here is less cult-of-the-crypto boom and subsequent bust than the value of a lot of digital art projects, one area that has emerged strong in its wake: generative art.

Generative art — works made using algorithms, AI, or machine learning — has an artistic lineage that stretches further back than the smartphone. Code-based art has been around since the 1960s, when early adopters first programmed computers to draw wondrous shapes and abstract forms. Now, generative art is a fast-growing scene steadily making its way into the market's red-hot core, luring both new and longtime art collectors to drop serious sums.

One of the things collectors love about buying generative art is getting to try their own hand. Dariusz Chermak's series *Ringers* — inspired by the classical math-based problem of calculating the ways in which strings can be wrapped around pegs — looks like a jigsaw, with a hook and wings. In June, it sold at Sotheby's for \$8.2m — over twice its estimate.

Collecting generative art also gives you entry to a different kind of community. Owning a piece of an AI-Bored Ape's pack, for example, comes with a set of perks: access to a Discord chat, a private art collector's circle, a series of can art events, and more. In June, it sold at Sotheby's for \$8.2m — over twice its estimate.

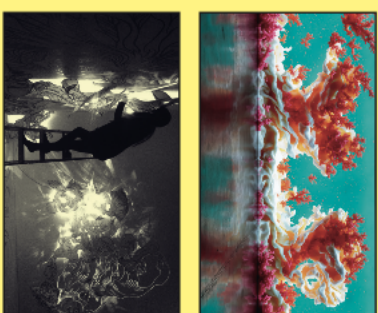
HOW TO HANG IT
You've bought it and got it home. Now let interior designer Kelly Hoppen CBIE show you how to hang it like a galleryist.
BY DAPHNE BUDLER

Use the floor and space kit
"The best way to hang art is to lay it on the floor first. You can place it down, stand back, and appraise it. Making its space out with masking tape lets you see how much space it's going to take up."

Pay attention to height
"It's about where you stand and where you look. If you have taller ceilings, you would normally have bigger pieces at door height level, as that's always quite a good indication of where the eye would be looking. But if you're hanging just one piece, you wouldn't want to hang it as high."

Choose frames wisely
"Keep your frames as neutral as possible. I'd always have the same colour/finish throughout, whether a white lacquer, black lacquer or wood."

Movies can make it
"If you don't have the budget for a lot of pieces, or for larger ones, movies can be useful. Put a large movie on either side of a smaller picture and you end up with a much bigger picture."



Top: Rafik Anadol; Coral Dreams; white awareness of climate change through art; Bottom: Suzanne Cheng adding finishing touches to her work *Chlorocera*.

BEHIN ANADOL, CORAL DREAMS, 2022, COURTESY OF JEFFREY DEITCH AND PHOTOGRAPHER AND WHITE AWARENESS THROUGH ART (WETA COLLECTION); 2022, MUSEUM OF CONTEMPORARY ART, GENEVA, COURTESY OF ARTIST.

generative artists still make one-of-one or singular outputs, and do things the old-fashioned way by printing selected works.

It's easy for buyers new to the field to get distracted by headlines about AI text-to-image tools like Midjourney and DALL-E. Defending the "death of the artist" but the basics of this kind of work were available to AI art specialists long before last year. While generative artists tinker directly with algorithms and their own making, AI artists use large-scale learning models — similar to those used by the likes of OpenAI's GPT-4 and Stability AI. Rafik Anadol, whose work has been shown at New York's Museum of Modern Art, tells us that in Google's research labs, artists like Helena Sarin and Songye Chang have long been

You Schmooze or You Lose

10 DEALERS, GALLERYISTS AND ADVISERS EXIST FOR A REASON. USE THEM

When it comes to modern understand it, "is a common conversation, you'll learn more about where an artist is coming from and get some context about their work. You don't have to have studied the pieces — that can happen in dialogue with people who know the work and the market." —*Millicent Wilner, Director at Gagosian art galleries*

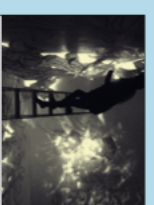
11 EXPLORE THE GALLERY, NOT JUST THE ARTIST

It's important to know the people you're buying from. Not all galleries are the same, and neither are all online platforms. Nowadays, it's very easy to fall into the hands of people who are sort of hyper-commercial marketing machines rather than galleries that do real research. —*Piero Tomassoni, CEO of consultancy Artviser*



GRACE LADDOUA MBE,
RECOMMENDS

This Lagos-based artist's work has helped contribute to the work has featured much-deserved attention on African women artists. She blends unexpected shapes, lines and materials to build complex, highly spiritual works. @gracie_m



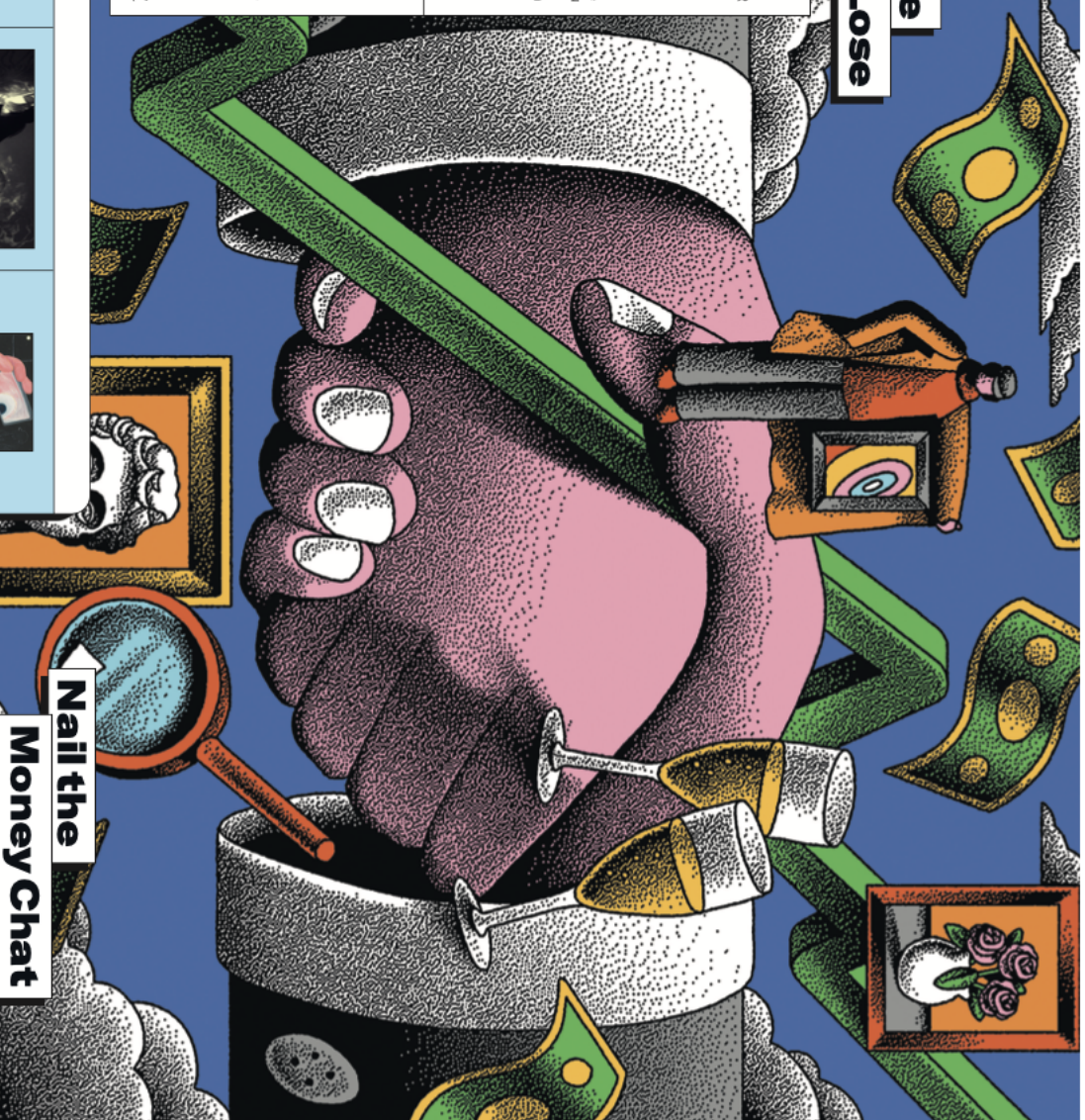
ELLIE PINNOCK, 2017-18
RECOMMENDS

"Once you get Ella, you can't stop. To have a Roy in your collection is a statement," says Pinnock. "The young artist's user-psychological portraits are different in our emotionally charged age." @ellastroy



MARK GODFREY, ART: HIS TOP 10
RECOMMENDS

She's a budding Picasso for the Instagram set. This French artist makes oil paintings filled with self-reflective humor and sexual themes — especially those aimed at queer audiences. @nicolesteinman



Nail the Money Chat

12 BE UNASHAMEDLY HONEST ABOUT YOUR BUDGET

In the art world, there is often this feeling that you have to convey an image of wealth or exaggerate your income. But people really appreciate honesty because they can help you find a great piece of work. —*Kidly Wickertson@gn, founder of KTW Consultancy*

13 BUYING INTO HYPE MEANS LOSING CASH

There are reasons why an artist might be considered hot or their prices might be spiking. But often there can be a bit of market manipulation going on. Maybe the PR from a gallery or an artist's studio is slightly inflating interest levels to stimulate demand. —*Ralph Taylor*

14 PAYMENTS CAN BE SPACED OUT...

Obviously art is not cheap, but — and this is a good thing — many spaces or organizations allow you to buy artwork with payment plans or in installments. —*Romain Kienke*

15 ...OR LOWERED

Emerging collectors can often ask for a discount. If you're new to the gallery, really only expect 5-10 per cent off your first purchase, but don't be afraid to ask — just bear in mind that a lot of your relationships will be ongoing. —*Jennifer Kiss of art advisory firm Collector House*

16 IF FRIEZE MAKES YOUR HEAD HURT, INVEST IN A CONSULTANT

Art consultants work out a commission with the gallery based on a sale, so they're almost like an estate agent for art. They get passes to previews of art fairs, they can guide you on what might be good for you to buy and know which artists are with which galleries and the prices they sell at. —*Martina Press Granger*

17 DON'T BE ASHAMED TO BUY A PRINT

Original-edition prints are a great way to start collecting and they're often at a more affordable price point. Be cautious, even buying online, produced art they like to use the word "print," but look for what that says "edition to print" or the specific number of the print in that edition. —*Armintho Kios*

THE NEW BLUE-CHIP LIST

The art world isn't getting enough of these high-priced virtuoso. Here are the star names attracting the biggest money.
BY MATHALIE KEROZ

KAWS
Low him or have him. Brian Donnelly (aka KAWS) has ascended from collectible toy sculptures to creative behemoth, don't collide with Dior and Disney.
Record price at auction: \$14.5M

Yoyoi Kusama
You'd need to be trying really, really hard to have avoided seeing one of Kusama's psychedelic polka-dot designs (for all the Instagram stories snapped at her recently). Mirrors exhibit). The red-haired nonagenarian is also moving to Paris with her partner, Louis Vuitton.
Record price at auction: \$10.5M

Rafik Anadol
AI-generated NFTs at MOMA? It might sound like a winning line in buzzword bingo, but Anadol's psychedelic explorations of colour and dynamics transcended art.
Record price at auction: \$2.35M

Jade Fodder than you!
...is cooler than you. Represented by gallery giant Gagosian, the British painter had work purchased by the Tate when she was just 27, making her the youngest artist in its collection. Her colourful, large-scale paintings with influences in anime took Frieze 2022 by storm.
Record price at auction: £1.1M

James Turrell
Eighty-year-old Turrell's work has understood the last of Gen Z's attention span (fans included). Kendall Jenner and Beyoncé. His pieces — notably the worldwide *Skyspaces* series — span art and architecture, using light, space and a carved red volcanic and a carved red volcanic (yes, really).
Record price at auction: \$600K