

Find news for:

## Affordable Art Fair opens in NYC for novice buyers

June 9, 2008 1:25 PM ET

NEW YORK (AP) - Just

because artworks are

selling for tens of millions

of dollars at auction doesn't mean you need

that much money to buy original art.

Art experts say that collectors of modest means

needn't settle for a life of posters and

reproductions. It's possible to find good, original

contemporary art in galleries, online and at art

fairs if collectors are willing to train their eye and look at a lot of art.

Such collectors are the target audience of the Affordable Art Fair, a four-day contemporary art show of up-and-coming and established artists that opens this week in New York City for its seventh year.

The fair is held in six cities around the world and this year in New York organizers are offering lectures about collecting and — for the first time — a booth exhibiting the work of recent art school graduates. Other venues for the fair are Amsterdam; Bristol, England; and Sydney, Melbourne and Brisbane, Australia.

Thousands of artworks ranging from paintings, photographs and sculptures to prints and mixed media will be on sale for prices starting at \$100 and not exceeding \$10,000. The average piece costs about \$3,000.

Art lover Lisa Cooper said she began her collection at AAF after she and her husband decided several years ago to buy one work a year as their anniversary gift.

"We felt that going to New York galleries was too intimidating," said Cooper, who last year established the Web-based Elisa Tucci Gallery with a partner in New York.

"The Affordable Art Fair was a great introduction for us, meeting gallery owners, seeing a whole range of works, and forming a relationship with galleries."

The couple now owns about 10 original artworks.



All Associated Press news

advertisement

### Article tools



E-mail this article



Print-friendly version



Discuss this article

Experts offer some tips for the novice buyer:

\_ Prowl the galleries. The Chelsea district, the center of New York's contemporary art scene, is home to more than 200 within a 20-block radius. While many show pricey works by famous artists, you can also find tomorrow's rising stars.

\_ Look at a lot of art, even pieces beyond your price range. Baird Ryan, managing director of Art Capital Group, a company that helps people finance their art purchases, suggests treating art like real estate.

"You inform yourself on the broader art market and stylistic trends and you train your eye to what excites you," he said. "Look, look, look."

Most of all, Ryan emphasized, buy what you like — not because you think it will appreciate in value.

\_ Don't rule out online art auctions, such as on Artnet, where it may be possible to find prints and works on paper by well-known artists like Marc Chagall, Roy Lichtenstein and Jeff Koons.

\_ Study books and magazines and create a picture library to figure out what you like, whether it's color, subject matter, still life, people. That advice comes from Chelsea gallery owner Kathryn Markel, an exhibitor at the fair.

"I always say any idiot with a million dollars can buy good art," she said. "But it's hard to be able to find really good things that are reasonable, beautiful and serious at the same time."

Laura Meli, director of the New York City fair, calls it "a one-stop shopping experience."

"It's a way for those interested in the arts to get their first exposure to the art world. It's a way for experienced buyers to see galleries they've grown to love and be introduced to new and young artists. And it's a way for us to help artists get the exposure that they need to continue to make the beautiful things that we enjoy so much," she said.

For the first time this year the fair will feature works by recent graduates of New York's elite art institutions. The booth will show about 36 works by 12 students, some of whom finished their pieces as recently as a few months ago.

For collectors, the advantage is that they can "buy somebody's work who five years from now, 10 years from now, could be the next big thing," said Dan Hall, an independent curator hired to run the booth.

Among AAF artists who launched successful careers are Amy Stein, whose works are featured at the Philadelphia Museum of Art, and Andrea Juan, whose works are part of the permanent

collection at El Museo del Barrio in New York City.

Nora Gomez, a 24-year-old photographer, is a budding collector whose guiding philosophy is to buy what she likes. Last year, she purchased five small etchings by Atsuko Ishii for \$300 at AAF and, more recently, a \$5,500 oil by Brazilian artist Romero Britto.

"When the value goes up," she conceded, "it's definitely a plus."

---

On the Net:

Affordable Art Fair: <http://www.aafnyc.com>

Art Capital Group: <http://www.artcapitalgroup.com>

ArtNet: <http://www.artnet.com>

© 2008 The Associated Press. All rights reserved. This material may not be published, broadcast, rewritten or redistributed.

[Back to News Home](#)

advertisement

## MSN Money

[Search MSN Money](#) | [Message Boards](#) | [Site Status](#)

### • Data providers

• Copyright © 2008 Reuters. [Click for Restrictions](#).

• Quotes supplied by [Interactive Data](#).

• [MSN privacy](#)

• [Legal](#)

• [Advertise](#)

• [RSS](#)

• [Help](#)

• [Feedback](#)

• [Site map](#)

