



Above NUHA SAAD *Models For A New Space* (2007; acrylic paint on wood and architectural trim; 3 parts, each 34.5cm x 34.5cm x 13cm), \$1200, James Dorahy Project Space.

YES, YOU CAN BUY ART

You don't need deep pockets or a degree in art history to buy good works of art. With a little expert advice, it's surprisingly easy

THERE'S NOTHING quite like connecting with a work of art. And most of us have done it – whether it's at a blockbuster exhibition or in a local craft market. It's truly a unique experience: few other aesthetic forms, such as books or films, can give you that instantaneous feeling. But when you reach a point when you want to buy art, it can seem a daunting or expensive experience. Actually, it's neither.

WHAT TO BUY?

We spoke with a range of art experts and their answers were the same every time: "Buy what you love." Some artists are more popular than others or more technically accomplished. There are some whose work is considered collectable (and we've had the experts reveal who they think is worth collecting, on page 98). But if you spend money to display an artwork in your home, you've got to be sure you're going to enjoy it – now and in the future. James Dorahy of Sydney's James Dorahy Project Space recommends you ask yourself a few questions. Do I like the work? Does it make me feel or remember something? Does it stay in my memory after I've seen it? Do I want to own it?

WHERE TO START

Hit the pavement "Keep your hands off your wallet and look, look, look," says art dealer and author Michael Reid. "Spend time enjoying the journey that is collecting art and visit as many art galleries and museums as you can." It's worth visiting

state and regional galleries first, says Steven Joyce, director of Tasmania's Despard Gallery. "To view an exhibition of an artist's work over a 20-year period gives a better understanding of how artists' styles and techniques can change during their careers. A thematic exhibition... can give a new collector a terrific overview of how, for example, the landscape is painted in different ways by each artist. The viewer will often relate to one style over another."

Don't sweat the theory "It's not necessary to 'understand' a work of art," Steven Joyce says. "But it usually helps to read what the artist has to say about the concept of the show and what influenced them in its creation." Michael Reid agrees: "The more you go beyond the artwork to an understanding of what the artist intended, the louder the artwork will speak." But James Dorahy advises not to overlook that intuitive response to a piece.

Read all you can *How To Buy And Sell Art* (Allen & Unwin, \$32.95) by Michael Reid is a must-read if you want to start buying and collecting art. He recommends Alan and Susan McCulloch's *The Encyclopedia of Australian Art* (1994) and John Furphy's *Australian Art Sales Digest* (2004 edition). *The Australian* and *The Sydney Morning Herald* also feature useful art columns.

Buy industry publications *Art Almanac* has national listings for galleries, covering state and regional areas. *Art & Australia* is also recommended. Every year *Australian Art Collector* gets 30 industry experts to judge its "50 Most Collectable Artists"





RAQUEL MAZZINA *Deluge*
 (2007; oil on canvas,
 168cm x 122cm; shown partially
 cropped), \$5800, Arthouse Gallery.

and produces a "Smart Art For Under \$2000" issue. The comprehensive *Art Market Report* is available at selected newsagents. Also check artwhatson.com.au

Look at interiors magazines The rich and famous often buy on recommendation from art collectors and advisers – check out their homes in interiors magazines.

WHERE TO BUY AFFORDABLE ART

Galleries Commercial galleries are obvious places to start looking at art with a view to buy. Go to gallery openings (a glass of wine and a crowd reduce the intimidation factor). Ask to be put on mailing lists.

Art fairs These are a great way to see many galleries and artists in a single, relaxing space. At Art Melbourne 07 (which was held in April) and Art Sydney (October 26-28, www.artsydney07.com.au),

DO ATTEND GRADUATION EXHIBITIONS – TODAY'S STUDENTS COULD BE TOMORROW'S BEST-SELLING ARTISTS

artworks start from about \$100 and 75 per cent are under \$5000.

Artist Run Initiatives (ARIs) In Australia there are about 85 ARIs. Usually these are non-profit organisations that exhibit the work of emerging artists. Check local newspapers and arts magazines for upcoming events. Also try Google.

Graduating exhibitions Today's students could be tomorrow's best-selling artists. Works by Brett Whiteley and Howard Arkely were sold while they were both students. Contact your local university or art college to find out the dates of graduating shows (usually around November or December). Shows for postgraduate students are considered to be more technically accomplished.

SOPHIE DALGLEISH *Kangaroo Valley* (2006; acrylic and oil on canvas, 152cm x 101cm; shown partially cropped), \$1800, Frances Keevil Gallery; www.sophiedalgleish.net

CAN YOU BUY "GOOD" ART UNDER \$1000?

"Absolutely," says Samantha Bloodworth, show manager of Art Melbourne 07 and Art Sydney 07. "There's a spotlight on the Art Melbourne 07 website especially dedicated to this very subject. Most well-known mid-career artists are selling works on paper – etchings, lithographs or photography – for under \$1000."

INVESTMENTS

Peter Fay is a former schoolteacher whose art collection is so broad it had its own exhibition in the National Gallery of Australia. And yet he has only rarely bought a painting for more than \$1000. In fact, the first artwork he bought cost only £1 – albeit in 1972. There are many such stories in the art world. For example, a John Olsen work purchased in the

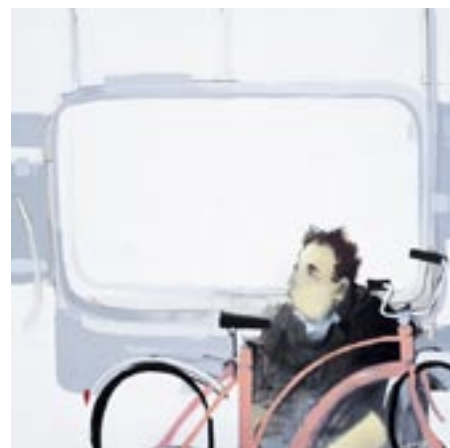
1960s for £700 broke the record at auction a few years ago when Bonhams & Goodman sold it for \$560,000.

So is there an art to buying art for financial gain? "If you want to make money, buy shares," Samantha Bloodworth says. If you really do want to make money on your artworks then "look at the name artists with good galleries who have shown increases over time – established artists such as Tim Storrier or Robert Dickson or John Olsen, for instance". But there's a catch: these artists are not really in the "affordable" category anymore.

James Dorahy sells a lot of works for emerging artists in the \$500 to \$1000 price range. "I expect these artists will appreciate. They have also been collected by some important collectors and institutions, which is a strong sign, as well as being shown in significant exhibitions."



Above JULIE REEVES *That Blue-eyed Girl* (2005; oil and canvas on board, 91cm x 91cm), \$4000, Jan Murphy Gallery.



Above ANTHONY LISTER *In Transit* (2006; mixed media, 150cm x 150cm), \$6000, Metro 5 Gallery.



Above GEMMA SMITH *Untitled 3* (2006; acrylic on canvas, 34cm x 27.5cm), \$1850, Sarah Cottier Gallery.



Left
PENELOPE LONG
Offcut
 (2007; oil on canvas,
 102cm x 71cm), \$2500,
 Wagner Art Gallery.

**PORTRAIT OF
 AN ARTIST**

James Dorahy, artist and director of James Dorahy Project Space in Sydney, says an artist's career can be viewed in three stages:

Emerging Fresh out of school or in the first few years of exhibiting. Under age 30 or under \$5000 a work in price.

Mid-career Has a longer CV with a number of exhibitions and group shows on it, as well as some success in winning awards or having been collected by institutions and collectors.

Established Has an established reputation with critical and commercial success, including representation in public collections and exhibitions like at the Art Gallery of NSW or the Museum of Contemporary Art.



Above **JOEL DICKENS** *The Coalition*
 (2007; acrylic on canvas, 167cm x 137cm),
 \$3600, Arthouse Gallery.



Above **NUHA SAAD** *One To Ten*
 (2000; acrylic paint on architectural trim,
 43cm x 100cm x 19cm), private collection,
 Sydney. Gallery: James Dorahy Project Space.

Right **SARAH NEWALL** *Small Posy Red No 1, Small Posy Orange No 1, Small Posy Yellow No 1*
 (2007; acrylic yarn and plywood vase,
 18cm x 22cm x 22cm), \$600 each,
 James Dorahy Project Space.



Above **KATE DORROUGH** *Roulette*
 (2005; acrylic on canvas,
 122cm x 153cm),
 \$6500, Arthouse Gallery.



Above **JASPER KNIGHT** *Five Red Bollards*
 (2006; mixed media, 150cm x 150cm),
 \$9000, Metro 5 Gallery.

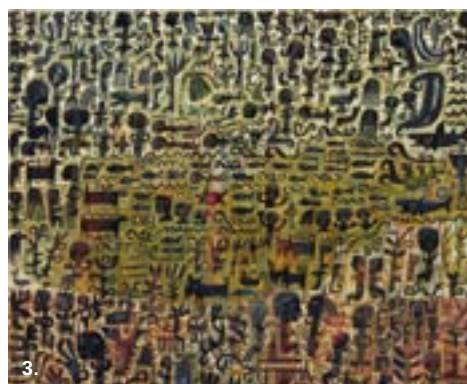
Left **RICHARD BAXTER** *Shattered Dream*
 (2007; digitally manipulated type-C photograph,
 50cm x 82cm), \$550, Pivotal Galleries.



1.



2.



3.



4.



5.

1. **HOBIE PORTER** *Exodus That Which Appears Solid Is Not* (2007; oil on canvas, 120cm x 70cm), \$4990, Arthouse Gallery.

2. **BELINDA FOX** *Tug Of War* (2006; oil and acrylic on paper, 145cm x 134cm), \$5800, Arthouse Gallery.

3. **ROBERT RYAN** *Estuary* (2006; oil on canvas, 145cm x 134cm), \$5800, Arthouse Gallery.

4. **CHELSEA LEHMANN** *Cipresso* (2006; oil on canvas, 30cm x 30cm), \$750, Arthouse Gallery.

5. **SOPHIE DALGEISH** *Arbre Hivernal* (2007; oil on linen, 90cm x 70cm), \$980, Frances Keevil Gallery; www.sophiedalgeish.net

MOST WELL-KNOWN CAREER ARTISTS SELL WORKS ON PAPER (ETCHINGS, LITHOGRAPHS) FOR UNDER \$1000

ARTISTS TO WATCH: EXPERTS' PICKS

NADINE WAGNER

Director, Wagner Art Gallery, Paddington, NSW; www.wagnerartgallery.com.au

Recommendations "The young artist Penelope Long, who has had three sell-out shows in Melbourne; her first exhibition in Sydney last year was received with enormous enthusiasm."

ALI YELDHAM

Director, Arthouse Gallery, Rushcutters Bay, NSW; www.arthousegallery.com.au

Recommendations Under \$5000

Craig Bennett, Joel Dickens, Kate Dorrough, Belinda Fox, Dean Home, Chelsea Lehmann, Raquel Mazzina, Luke Pither, Hobie Porter, Zuza Zochowski
\$5000 and above Catherine Abel, Martine Emdur, Robert Ryan, Peter Simpson, Joshua Yeldham

ANDREA CANDIANI

Director, Metro 5 Gallery, Armadale, Vic; www.metro5gallery.com.au

Recommendations "Jasper Knight and Anthony Lister are hot new artists and highly collectable."

SAMANTHA TAYLOR-BLOODWORTH

Show manager, Art Sydney 07 and Art Melbourne 07; www.artsydney07.com.au

Recommendations Adam Cullen, Jasper Knight, Euan McLeod, Ben Quilty, David Rosetzky

STEVEN JOYCE

Director, Despard Gallery, Hobart; www.despard-gallery.com.au

Recommendations "From my gallery: Annika Koops, Alan Young and Nathan Taylor are all painters under age 30. Simon Cuthbert specialises in photography and Dale Richards works are drawings, monotypes and small oils."

JAMES DORAHY

Director, James Dorahy Project Space, Potts Point, NSW; www.jamesdorahy.com.au

Recommendations "Sarah Newall, whom I represent (\$500 to \$3000; exhibition July 17-29). Nuha Saad, whom I also represent (\$900 to \$8000;

exhibition September 11-30). Jonathon Jones from Gallery Barry Keldoulis has beautiful works on paper that are affordable. Mitjili Napurrula is a contemporary Aboriginal artist at The Artery in Darlinghurst (\$800 up to several thousand). Gemma Smith or Koji Ryui from Sarah Cottier Gallery. Both artists produced fantastic works last year within a price range of \$500 to several thousand."

See Stockists on page 160 for contacts. **rl**