

ASK THE EXPERTS: HOW TO FIND AN ART ADVISOR AND WHAT TO LOOK FOR?



Muys Snijders
Art Advisor
MUYS.ART



Marla Wasser
Art Advisor
Pursuits Inc., Art Advisory



Annelien Bruins
Art Advisor
Marketing Executive



Stefano Pesce
Art Advisor
Business Development Crozier

February 25, 2021

To start off our Art Advisory series, we asked the experts: how can a collector find an art advisor to work with and what should they be looking for? There are many reasons, as you'll find out below. The art market is opaque and partnering with a knowledgeable professional will help you enjoy the art collecting experience and build a meaningful collection.

An art collector entering a client/art advisor relationship should look forward to a very exciting and enriching experience. The advisor works as a facilitator and connector to create and develop their client's dream collection in a confidential manner, sharing highly personalized, educationally focused, well-researched, and unbiased expertise.

A collector should also feel that their advisor understands their needs – financially, with an established art budget, and is perceptive and receptive to their personal interests. There is also the practical side of art collecting, which is crucial, and collectors should seek an advisory that provides in-depth art market research as part of their services.



Marla Wasser

Art Advisor | Pursuits Inc., Art Advisory

ASK THE EXPERTS: HOW CAN AN ART ADVISOR HELP AN ART COLLECTOR NAVIGATE THE ART MARKET?

March 8, 2021



The art market has grown enormously over the last 10 years and, as a result, has become more complicated to navigate. One of the most important tools an advisor can bring to their client is transparency, so that the client understands everything that is happening around the purchase and the process of acquiring a work. In today's market, when art is so highly coveted, a top art advisor with the established relationships in the global art network will have access to newly available artworks, be able to obtain gallery discounts, and mitigate any transactional risks.

Marla Wasser
Art Advisor | Pursuits Inc., Art Advisory

ASK THE EXPERTS: WHAT TOP TIPS WOULD YOU SHARE WITH AN ART COLLECTOR JUST STARTING OUT IN THIS DYNAMIC MARKET?

June 2, 2021

Firstly, engaging in the art world is exciting and emotionally and intellectually stimulating. It is a powerful way to express one's personality and own a piece of history at the same time. It all begins with passion and volition on the part of the collector to step into opportunities and engage in an educational journey. An advisor will help you navigate around art trends and hype, will consider what aesthetics and life stories are important to you, and will create those paths of inspirational discovery. By facilitating these experiences, the collector will have the opportunity to develop their interests and enjoy active participation in the local and international art world, as well as through online contexts.

Online opportunities cannot be underestimated either – Instagram and other social media platforms can be wonderful (and fun) tools for exploring art and expanding your awareness. An advisor can tailor content to your interests. Ultimately, collecting art is about more than décor, it's about stepping into an artist's world and exploring their history, passion, and journey.



Marla Wasser
Art Advisor | Pursuits Inc., Art Advisory

ASK THE EXPERTS: HOW WILL THE ART MARKET CONTINUE TO BE IMPACTED BY COVID-19 IN 2021?

July 19, 2021



As a result of COVID-19, 2020 was a year of innovation for the art industry, with immense creativity and experimentation emerging out of necessity. The art market on all fronts had to re-evaluate the old models and embrace change in order to pivot in positive ways.

However, all the innovation and art market pivots did bring new challenges. With social media exploding, together with these newly created online art sharing platforms, there has become a dizzying amount of information to take in both visually and intellectually. The shift to online transactions has also been accompanied by a steep learning curve for both art buyers and sellers, leading to oversights and errors throughout the purchase process.

The impact of COVID-19 has had both positive and negative outcomes in the global art community. But one thing that will never change is that to fully experience the true beauty of art it has to be done in person.

Marla Wasser
Art Advisor | Pursuits Inc., Art Advisory