



PROFILE

INSIDER'S GUIDE

Art Collecting 101

Art consultant and Erdreich White Fine Art founder Elizabeth Erdreich White is probably one of the best sources of advice on how to start an art collection. "Take baby steps in the shallow pool, but don't be afraid to buy art with impact," she says. "After a while, a simple landscape or still life may not be so challenging. Educate yourself — read, go to museums, and ask questions. There are no rules: buy what you like, what speaks to you, for whatever reason.... Be proud of the fact that you did it. One day you will be in the deep end jumping off the diving board."

Low Price, High Art

Do you have to have a lot of money to start a collection? "Absolutely not!" says art consultant and **Erdreich White Fine Art founder Elizabeth Erdreich-White**. "High price is not always a reflection of high quality. There is so much bad, overpriced, commercial work out there...but tons of underpriced emerging artists. Have faith, like you do when you select a new dress.... If you love it, you will "wear" it well.... Remember, integrity = priceless! Look with your eyes, not your ears. Buy what you love. Do not buy for 'investment' — this is unpredictable. Pay what you can afford to walk away from — easy to buy, hard to sell!"

Gallery-hopping

Art consultant and Erdreich White Fine Art founder Elizabeth Erdreich White thinks global when it comes to her favorite galleries. "I love Jack Shainman in NYC as well as Nina Menocal in Mexico City. Both champion artists dealing with racial and humanitarian issues — not an area corporations acquire so much, but one that I personally collect."

Why go with a Pro?

"We primarily work with corporations both on a national and international level," says **art consultant and Erdreich White Fine Art founder Elizabeth Erdreich-White**. "We work directly with all our artists and do not collaborate with galleries. It is great for our clients as there is no middleman. We work with every possible media and price range. I travel extensively, looking at museum shows and artist studios and meeting with people to keep on top of the ever-changing art world. This endless dynamic of the new, the reignited, the relationships, and the constant discovery are part of the many pieces that keep this business so fascinating, inspiring, and exhilarating!"

Artistic Advice

Here's a primer on the process of consulting, according to **art consultant and Erdreich White Fine Art founder Elizabeth Erdreich-White**: "1) Talk to the client and see the space. 2) Do an analysis of the best locations for art and discuss my ideas on imagery based on the character of the environment, the personalities of the users, and the impact needed for various spots. 3) Discuss pricing. 4) Look at the hundreds of possibilities in our gallery. 5) Narrow down choices and look at them in the client's space. 6) Make decisions, frame (if necessary), and hang them. 7) Don't be afraid to put holes in your wall, and enjoy!"

The Other Millionaire Matchmaker

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If Elizabeth Erdreich-White was in a lineup -- not as a police suspect, mind you, but in a what-do-you-do-for-a-living sorta thing -- you probably would peg her as an artist. Between her piercing, I-see-things-that-you-don't eyes, her asymmetrical dress paired with hipster boots, and all that chitchat about color schemes? Really, what else would she be?

Guess again. The girl can't draw a stick figure. But you'd at least earn points for choosing the right field, because she would have loved to become an artist. She knew as a tyke in Birmingham, Alabama, that art coursed through her veins as it did for her mom, a painter...except that, oh yeah, she couldn't draw a stick figure. What a pity. It looked like it would be teaching or museum work for Elizabeth, though neither career path truly captivated her. Then she took a semester off from Tulane University to study art in Paris. One class took place in the Louvre; another in the Jeu de Paume and the Centre Pompidou. She met curators and artists, professors and gallery owners, in encounters that culminated in one très magnifique revelation: she could become a matchmaker — an artistic matchmaker!

Now in Boston, Elizabeth heads up Erdreich White Fine Art, an art consulting group that matches artists with clients, from Aerosmith to State Street Capital, Massachusetts General Hospital to Starwood Hotels. Elizabeth travels the globe, filling up their blank walls and empty courtyards with paintings, sculpture, photography, textiles, video, and works from every other artistic arena. Some days, she's sporting a hard hat, rapping with general contractors about construction; other days, she's meeting with suit-clad chief executive officers about the mission of their companies. The rest are spent researching and meeting with artists. She may not be able to draw a thing, but it doesn't matter. Introducing that perfect piece of art to a lonely space is Elizabeth's idea of true love — and art.

www.erdreichwhitefineart.com

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