



Eyes White Open
**ELIZABETH
ERDREICH WHITE**

Art consultant Elizabeth Erdreich White sees the world in colors and shapes. And if they're worthy, chances are she knows who sculpted, painted, or drew them, too. The founder ("and CEO and COO and secretary and treasurer!") of Erdreich White Fine Art, she scours the planet for masterpieces, old and new, for corporate and private collections. "I help complete spaces with awesome art," she says. "I am passionate about challenging people who may have never thought about contemporary art, and helping artists along the way." Her curated galleries have served as locations for two films and several TV series ("All of our art was in them"). The Alabama native moved to Boston for her education and set up shop soon after; she now counts CannonDesign and Price Waterhouse Coopers among her top clients. "We discover unknown exceptional talent all the time. My eye catches on art that's fresh, has energy, and is unique, inspired, sensual, sexy." She calls it real talent. We call her that, too.

ENTRY-LEVEL COLLECTING: "Don't be intimidated! Go to museum shows and read the wall text. This will start the art engine running. Concentrate on what inspires you and keeps you up at night. Buy what you love. Remember, a high price does not necessarily make it good. There is no right and wrong. Personally, I love painting—the sense of the hand, the gesture, the human touch and imprint. Jump in and enjoy!" **ARTIST PRIDE:** "I highly recommend the ICA. It has phenomenal groundbreaking shows, brilliant curatorial endeavors and performance." **HIDDEN GEMS:** "I love going to the Mission Hill student galleries at the School of the Museum of Fine Arts: They're like a petri dish of budding talent with fabulous professors."

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Top (\$1,325) and skirt (\$1,695), Roland Mouret. Louis, 60 Northern Ave., 617-262-6100; louisboston.com. Silver, diamond, and emerald earrings (\$3,200) and 18k gold black-and-white diamond ring (\$6,400), Persona Jewelry. 62 Charles St., 617-266-3003; personastyle.com