

## ADD WOW TO THE WALLS...

at *Erdreich White Fine Art*, [erdreichwhitefineart.com](http://erdreichwhitefineart.com)

"It's not like picking a phone system; it's a really intimate relationship," says **Elizabeth Erdreich-White**, who's developed art programs for clients from Merrill Lynch and Fidelity Investments to Aerosmith and Boston Ballet. But don't think the owner of Erdreich White Fine Art spends her whole day with bigwigs in boardrooms. "People might be surprised with the amount of time I spend in construction sites wearing a hard hat," she says. "Then the next thing you know, you're in this really formal office in New York City. Or I'm at my gallery moving paintings or in an artist's studio." She took time out of one of those peripatetic days to school us on the art market.

**On her favorite clientele:** "It's really the clients that get so engaged and excited that they really open themselves up to this exploration that enable us to excel.... A couple of years ago, we had a large corporate headquarters of a company whose entire space was idyllic landscapes, nauticals. They're OK, but they're fairly pedestrian. They went all out and really pushed themselves. We put in video art. We put in monumental sculpture—all abstract. We put in things made of metal and things made of wood. They're pieces that you could see in a museum; they're really spectacular. And they had the best time."

**On the biggest mistake buyers make:** "There is one thing that I seem to see over and over, and that's people who buy something because it's cheap. It's always what they get rid of. It's fascinating. I'm working with a client right now whom I've worked with for about 20 years. They're moving from 16 floors to a whole new office tower, so we're re-evaluating 800 pieces of art and planning for all the new art. And all the pieces they bought because they felt the need to fill space, everything they bought cheap, people have tossed."

**On advice for art newbies:** "A really good entry point for young or new buyers are the school art sales. A lot of cities don't have good art schools, but Boston has the SMFA sale, the MassArt sale; RISD does a sale. Those are opportunities where you're seeing artists that are on the trajectory to be the next well-represented artists. Those are places where artists are still pricing their own work. They don't have another person who's taken hold of them, and you can really get a lot of value for your money. And again, don't go with the side agenda of trying to find who's going to be the next artist and playing Larry Gagosian. You know, who cares? Find something you love."

**On the art she'd most love to own:** "I instantly can think of 40 names.... But there is a Spanish artist named Juan Muñoz, who regrettably died in 2001. He was only 48 years old, and his work I think is just so poignant and phenomenal, so he would top my list. I'd be happy with anything he ever made." ♦

