



# 3 WAYS TO UNCOVER HIDDEN GEMS FOR YOUR COLLECTION

*Courtesy of Greater Ithaca Art Trail.*

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## *On the trail of great art: Here's your guide*

If you're a novice art collector, visiting galleries typically owned by knowledgeable dealers is a tried-and-true option, but it's not the only way to discover amazing works and meet local artists.

Here are three sources to consider:

### 1. Attend an Art Fair

One increasingly popular alternative for beginners is art fairs — short-term exhibits (often a weekend or week in length) that feature multiple artists and dealers in settings that are often more inviting than galleries.

In addition to long-established fairs, such as [Art Basel](#) (which holds events in Miami, Hong Kong, and Basel, Switzerland) and the [Venice Biennale](#) in Italy, a growing number of fairs cater to audiences with specific niche interests.



*Courtesy of the artist*

[Pinta](#), for example, specializes in Latin American modern and contemporary work. The art fair, which was founded in 2007 and launched in New York, has been so successful that it now has iterations in Miami and London.

Whatever your particular interest might be, it's likely there's a fair for it. From events focused on photography to those dedicated to video art, each year sees a new crop of art fairs showing work from both established and emerging artists.

If you're on a budget, there's even a fair just for you. The [Affordable Art Fair](#), which features work starting at just \$100, holds events in more than a dozen cities worldwide. There's clearly a demand for this type of fair; founder Will Ramsay said more than 1.4 million people have attended an Affordable Art Fair, purchasing more than \$300 million worth of artwork.

To find a fair that suits your own interests, visit [artnet.com](#), which maintains lists of fairs around the world.

### 2. Find an Artist and Buy Direct

If art fairs still feel a little too structured or rarified for you, consider buying directly from the artists. This is especially fun while traveling, said Sharyn Grossman, a 69-year-old New Yorker. Grossman, who has an apartment in Manhattan and a house on Long Island, said the walls of both are filled with art she has bought directly from artists during her travels to far-flung places, including Cuba and Turkey.

"I want my homes to be a scrapbook of my life and adventures," she said. Grossman, who has even purchased an oil painting so new the paint was still wet, said bargaining is part of the fun when buying from an artist abroad.

But, she advised, it's important to be fair, too. "What I am buying was actually created by the person I'm buying it from," she said.

[Charlie Kaplan](#), a 69-year-old sculptor and art collector from Los Angeles, agreed. He also collects abroad, and believes that buying directly from artists is just as important as purchasing from galleries. Kaplan's collection includes photographs by John McDermott, a photographer and gallerist who lives in Siem Reap, Cambodia.

### 3. Buy Art on the Go



*Courtesy of Love Art*

Kellea Croft of Margate, Australia, has fun collecting art while traveling, too. Croft has bought everything from watercolors to wooden sculptures in a variety of locations — from Kansas to Amsterdam and beyond. "Being an artist myself, I draw inspiration from what others are doing and their expressions, use of materials and reminders of the places visited," said Croft.

She said many artists from whom she has purchased work have even become friends.

Croft noted that a number of destinations have established "art trails" specifically for tourists who are interested in meeting artists and viewing local works.

On designated days, for instance, the Blue Mountains Artists Trail in New South Wales, Australia, offers tours and provides maps to guide tourists to the homes and galleries of local artists.

"You never know where you can meet the next up-and-coming Manet or Picasso," she said.