

# POWER 2011

81

## WHO PULLS THE ART WORLD'S STRINGS?

Power has an obvious allure, but it is the people who wield it who really fascinate us. Those in the art world are a multifaceted bunch, patrons and players, traditionalists and trendsetters, brash market makers and behind-the-scenes brokers. Our annual guide seeks to catalogue these individuals: the auctioneer with the inside line on old Chinese collections; the Old Masters dealer responding to a shifting marketplace by embracing art fairs and Jeff Koons; the curator who divides his time between nurturing the contemporary-art scene in Iran and ferrying modern masterpieces out of the country. But you will also note the common themes, which show some clear parallels with the world beyond art. When it comes to galleries, the big just keep getting bigger. And if you want to keep an eye on the shifting balance of power, look eastward. To identify those who hold the most sway, this year we added a top-10 list, a simple ranking of names. Following that are the complex stories behind where the art world is going, and who is taking it there. —THE EDITORS

# DESIGN POWER

## STEPHANE CUSTOT & PATRICK PERRIN

At their Pavilion of Art & Design editions in Paris and London, art dealer Custot and furniture specialist Perrin offer collectors a one-stop encounter with top purveyors of modern-master paintings, classic French furniture, decorative arts, and design. In London the fair coincides with Frieze, providing a refuge from the contemporary storm. The New York edition made its debut in November. Could Asia be next?

## DILLER SCOFIDIO + RENFRO

With Lincoln Center's Alice Tully Hall and the High Line Park in the completed column, the New York-based firm turns to projects beyond Gotham. On the West Coast, renderings of its proposed home for the Berkeley Art Museum in a former paper plant have been released, and the construction of Eli Broad's downtown L.A. art venue is under way. Proof of their continued commitment to innovation is seen in the firm's planned inflatable, bubble-shaped hall at Washington, D.C.'s Hirshhorn Museum and Sculpture Garden.

## SILVIA VENTURINI FENDI

Since the sale of Fendi to LVMH in 2001, the granddaughter of the luxury label's founders has focused on ventures that cross-pollinate fashion with the broader design field. Pairing young designers with established ateliers, Fendi's AltaRoma organization has reinvigorated Rome couture week, and she has developed exhibition platforms for new talents at the Milan Furniture Fair and Design Miami, which this month sees the unveiling of Craft Alchemy, an installation created by designer Elisa Stroyk and artist Sebastian Neeb.

## GEORGE KRAVIS

The Philbrook Museum of Art trustee has promised the Tulsa institution his preeminent industrial-design collection, which favors American Art Deco and midcentury modern and contains only rare top-tier examples. Prizes include Isamu Noguchi's 1937 Radio Nurse monitor and teapots by Paul Schreckengost. Nearly 100 of his objects are already on view at the museum, while display of the full 250 works awaits the 2012 completion of the Philbrook's satellite venue.

## JULIEN LOMBRIL & LOIC LE GAILLARD

The design dealers' thriving collaboration began in London in 2005, when they opened Carpenters Workshop Gallery in—yes—a former carpenter's workshop in Chelsea. A



PATRICK PERRIN & STEPHANE CUSTOT



GEORGE KRAVIS



MA YANSONG



ANNABELLE SELLDORF



DIANE VON FURSTENBERG



CHARLES RENFRO, RICARDO DILLER, & ELIZABETH SCOFIDIO

Mayfair venue followed in 2008, and a three-story Paris location opened this fall in the 4th Arrondissement. Faithful to the hybrid concept of design art, the pair represents talents as diverse as Atelier Van Lieshout, Marc Quinn, Pablo Reinoso, and Robert Stadler.

## MA YANSONG

In 2012 two of Ma Yansong's high-profile projects will come to fruition: the spectacular, sinuous Marilyn Monroe Towers, in Mississauga, Ontario; and the Ordos Art and City Museum, in the Gobi Desert of Inner Mongolia. In just seven years, Ma has made his Beijing-based MAD Architects the go-to office for those seeking world-class design from a Chinese firm. On his crowded slate for next year are new headquarters for China Guardian Auctions and the China Wood Sculpture Museum, in Harbin.

## MURRAY MOSS

The proprietor of a legendary New York design shop, Moss was invited by London Design Festival director Ben Evans to conceive an installation in the Victoria & Albert Museum during the September event. Wielding lasers and liquid nylon, he produced objects that playfully reimagine items from the V&A's permanent collection, including a 3-D replica of the 1827 bust of Lady Belhaven wearing an elaborate hat concocted by the Covent Garden milliner Stephen Jones.

CLOCKWISE FROM RIGHT: ABELARDO MORREL; LORENZO AGIUS; DEAN KAUFFMAN; MAD ARCHITECTS; OKLAHOMA ARTS COUNCIL; DESMOND O'NEILL FEATURES

**ANNABELLE SELLDORF**

Her 2001 interiors for New York's Neue Galerie established Selldorf as a designer of disciplined modernism. She recently renovated Haunch of Venison's London gallery and its new venue in New York's Chelsea. Next fall we'll see her designs for the debut edition of the Frieze Masters Art Fair and the expanded David Zwirner, which will be the first LEED-certified commercial gallery in the U.S.

**DIANE VON FURSTENBERG**

In 2011 the consummate nine-lived cat of the

fashion world tapped a vast new audience in China and shrewdly chose to lead with her art. She mounted an exhibition at the Pace Gallery in Beijing of portraits painted of her by such megastar artists as Francesco Clemente, Chuck Close, and Andy Warhol, plus newly commissioned works from Yi Zhou, Li Songsong, Hai Bo, and Zhang Huan. To celebrate her Eastern incursion, she threw a lavish Red Ball in March at Zhang's studio outside Shanghai, where art, design, and commerce converged.

**POWER DEALERS**

**BLUM & POE**

With its move two years ago to a 21,000-square-foot building in Culver City, Blum & Poe solidified its status as Los Angeles's most important home-grown source for blue-chip contemporary art. The gallery had a strong FIAC this year, selling, among other works, several \$200,000 paintings by Zhang Huan.

**LARRY GAGOSIAN**

The California-born gallerist shows no sign of surrendering his title as the world's most powerful art dealer. Over the past 18 months the German photographer Andreas Gursky, the Chinese artist Zeng Fanzhi, and the American painter Neil Jenney have joined his star-filled roster, as have the estates of Richard Avedon and Robert Rauschenberg. Gagosian has expanded his brick-and-mortar empire with new outposts in Athens and Hong Kong and a restaurant on New York's Upper East Side.

**MARC GLIMCHER**

The 47-year-old president of New York-based Pace is putting his stamp on the gallery founded by his father, Arne, a half century ago. Global expansion is a clear priority, with a well-established Beijing outpost, new hires like the Middle East specialist Tamara Corm, and the October launch in London's Soho of an office displaying a rotating selection of works by Pace artists. A large exhibition space in Mayfair is on track to open next year.

**KARSTEN GREVE**

Greve has forged a reputation for patiently and persistently tracking down works—principally paintings and drawings, but also sculptures—for thoughtful, nuanced exhibitions. After 40 years in Cologne, 22 in Paris, and a dozen in St.-Moritz, the dealer has assembled a stellar inventory of postwar avant-gardists, including Cy Twombly, Willem de Kooning, and Jean Dubuffet. Not one to neglect the contemporary category, he has slated exhibitions of Gideon Rubin and Jean-Michel Othoniel for Cologne in 2012.

**JAY JOPLING**

The 48-year-old dealer, who launched the YBA-rich White Cube in 1993 in a tiny space on



TIMOTHY BLUM & JEFF POE



MARC GLIMCHER



VICTORIA MIRO



IWAN WIRTH



JAY JOPLING

CLOCKWISE FROM LEFT: WHITE CUBE, LONDON; YOSHITOMO NARA; LONDON; TIMOTHY GREENFIELD-SANDERS AND THE PACE GALLERY, NEW YORK/LONDON/BEIJING; SUKI DHANDA AND VICTORIA MIRO GALLERY, LONDON; FELIX CLAY AND HAUSER & WIRTH, NEW YORK/LONDON/ZURICH. OPPOSITE: MICAH AARON SCHMIDT