

February 17, 2023

## News / People

- **303 Gallery** now represents [Cassi Namoda](#).
- **Various Small Fires** now represents [John Miller](#).
- **Night Gallery** now represents [Melanie Schiff](#).
- **Hauser & Wirth** now represents [Harmony Korine](#).
- **Lehmann Maupin** now represents [Loriel Beltrán](#).
- **Miguel Abreu Gallery** now represents [K.R.M. Mooney](#).
- **Perrotin** will open a space in Los Angeles later this year.
- **Clearing** will open a new space on the Bowery in March.
- **O’Flaherty’s** reopened this week at [44 Avenue A, New York](#).
- **Poppy Sebire** has joined **Frith Street Gallery** as sales director.
- **Mendes Wood DM** will open a space in Paris in July.
- **Malin Gallery** will open a space in Aspen in February.
- **McLennon Pen Co. Gallery** will open in Austin, Texas, in March.
- The **X Museum** will relocate to Langyuan Station in Beijing.
- **X Zhu-Nowell** has been appointed as artistic director of the **Rockbund Art Museum** in Shanghai.
- **The Whitney Museum of American Art** has promoted **Marcela Guerreroto** curator.
- The **New Museum** has appointed **Alethea Rockwell** as director of education and public engagement.
- **The San Francisco Museum of Modern Art** has appointed **Sheila Shinas** chief experience officer.
- **The Cleveland Museum of Modern Art** has appointed **Ada de Wit** as curator of decorative art.
- **The Glass House** is seeking a new executive director after the recent departure of Gregory Sages.
- **Icon Art Services**, an art storage and handling firm that owns a 92,000 square foot warehouse in Chicago, has been acquired by the **Delaware Freeport**. **Bruce MacGilpin** will remain the managing director of the company.
- **Rebecca Ann Siegel**, the former director of **Frieze in Los Angeles** and **Frieze New York**, and **Matt Holt**, former **Frieze** business development officer, have founded the consulting firm **Atlantic Arts Agency**.
- **Narsiso Martinez** is the winner of **Frieze’s** \$25,000 Impact Prize.
- This week, **Christie’s** made \$1.4m (with fees) across 64 lots from the collection of the late Vogue editor **André Leon Talley**. The auction house also announced it will hold a sale of works from the collection of art dealer **Adam Lindemann** on March 9.
- **Sotheby’s** has raised its buyer’s premium, a graduated scale that goes down as the hammer price goes up, by 1% to 27%. Will other auction houses follow suit? And what is the ceiling—50%?



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## The Bare Facts

It's been nearly 24 hours since the start of the Frieze Los Angeles VIP opening so the rancor over the poor logistics for getting to the fair have diminished, but Ubers driving around in circles with mysterious road closures makes even getting to Randall's Island seem like a breeze.

A more VIP crowd emerged, with fewer Beverly Hills decorators compared to last year, and a willingness for locals and celebrities to be cool and even buy was the case. Not often for seven figures, but \$500,000 seems like the new \$100,000. The two fair buildings separated by approximately a half mile did not work and those in the smaller hangar location were clearly agitated.

So yes, there were growing pains, but in the end a seeming success for collectors and dealers who got through obstacles and persevered.

Jeffrey Deitch also made a major point in our talk at Christie's LA earlier in the week that big collectors like Eli Broad once preferred to hop on their jet to New York City and buy art from the galleries there. Now the expanded local generation of collectors are just the opposite—they hop in their Porsche Taycans and buy their art from LA galleries (and think of how much better for the environment—electric cars versus jet fuel).

It's no wonder that so many international galleries are or will open here. Besides the convenience of buying here, LA has its own distinct character, one that doesn't exist in New York or anywhere else in the world. Where else are you likely to meet the founder of Pussy Riot and her crypto boyfriend (!) in a 1940s masterpiece house?

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We got the LA scoop exclusively for **The Baer Faxt** subscribers, including an analysis of the art landscape, where we ask: is LA finally a full-fledged art market destination? We also catch up with **ADDA** president and **Frieze LA** committee member **Anthony Meier**, who shares what galleries need to know to get into an art fair. And local artist **Sayre Gomez** gets candid about how the changing art scene is impacting artists in the region. [Click here to read our special Los Angeles Art Week features.](#)