

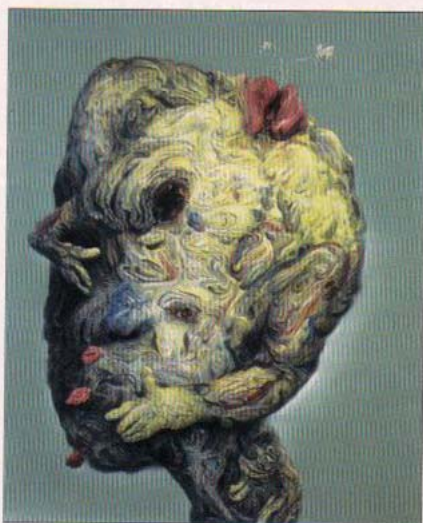
## Collecting Advice

What makes a good collector? Listen to Glenn Lowry, director of New York's Museum of Modern Art:

"Someone who's passionate, knowledgeable, thoughtful, who has a clear sense of what he or she wants to do, has a clear sense of the artists that interest them, and who is dedicated to the effort.

"The only advice that I can think of is that old Army adage that time spent in reconnaissance is never wasted. You know, this is not an avocation. To buy art seriously, to build a collection that's going to have integrity, that's going to be grounded in quality, that's going to be meaningful, that will bring satisfaction and pleasure, takes an enormous amount of hard work. It's not something that you can delegate to a third party to do for you—not that third parties can't provide great advice. But if it's going to have a personality, if it's going to reflect the issues and the ideas that you are deeply interested in, it's going to take a great deal of work, and it's going to entail making lots of mistakes along the way. . . . When I look at the collections that I think are really impressive, in almost every instance, it's the result of someone who has dedicated at least as much time to building their collection as they dedicated to building their businesses. I don't think there are any shortcuts to that.

"If certain works of art intrigue you, if you think about them and they get you excited and you like looking and you want to learn more, then follow that vein. You can always branch out at a later date. But follow the vein that really appeals to you."



**Glenn Brown's *The Hinterland*, 2006, is among the works featured in collector Adam Lindemann's new book.**

Lowry was one of the museum directors interviewed by Adam Lindemann for his book *Collecting Contemporary*, out this month from Taschen. Lindemann, a New York-based radio entrepreneur who collects contemporary and tribal art—he's on the *ARTnews* list of the world's top 200 collectors—talked to many of the art world's movers

and shakers, such as dealers Jeffrey Deitch, Larry Gagosian, and Marc Glimcher; collectors Eli Broad, Eugenio López, François Pinault, and Charles Saatchi; and auction-house officials Amy Cappellazzo, Simon de Pury, and Tobias Meyer. ■