

ART & MUSEUM

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Awards

A
World of Emotions
Ancient Greece

Collecting art is more than a good investment



The Personal Touch

Written by Dr. Ellen-Andrea Seehusen

The art world can be very intimidating for newcomers as well as for veterans at times: A white cube space with a desk like a barrier at the entrance, a room full of people standing in circles at a vernissage, a stage, an auctioneer or the overwhelming atmosphere of an art fair on opening day. In this environment, it is good to have a navigator to help collectors discover art that will enrich their lives and, as an extra touch, add value to the portfolio in the future.

Private Collectors

Being an art enthusiast and curious about the idea or concept behind a work, I like to introduce my clients to art fairs, galleries, biennales and ultimately to meet artists and

look at the world of ideas behind an artwork. In our fast-moving, digital world, a more personal approach is often welcome. In this manner, a collector gets a more personal access to artists and artworks, and in some cases, lasting friendships are fostered.

Each client has individual needs and approaches art in a very personal way. In the end, it is not only my job to offer art, but to bring the right people together to create experiences around buying and commissioning art works. It is all about communication, and then a world which seems opaque, suddenly becomes a lively place of interaction and exchanging ideas. And the piece of art which is purchased or commissioned, tells a longer story and has even more meaning to the collector.



Corporate Art Engagements

Working with artists is a special experience. Their ideas and foods for thought broaden the horizon and add neglected aspects to a discussion. The creative spirit is often welcomed by executives, as it is a valuable perspective from outside. Commissioning works this way is perfect to support artists to realize special concepts. Especially in real estate projects, the artist can make bespoke adaptations to the environment, where the artwork is installed and displayed. Many real estate developers are enthusiastic about adding bespoke art to their projects, because it adds a special touch to the building and underlines individuality.

For companies, the direct cooperation with artists is also a source of new spirit and inspiration. When asked why they started an art program for their company, many executives intuitively mentioned that creativity is part of their corporate DNA. By establishing artist commissions, sponsoring art prizes or fostering young talents, many companies are both strengthening their heritage as well as staying in contact with new artists and art world trends. Although it is hard to see concrete results or return on investments, companies profit in many aspects from art programs. Corporate

Social Responsibility and positioning the brand in the creative environment are two of the general outcomes, that are created by corporate art programs.

My personal approach

I am constantly on the lookout for new ideas and artists worldwide. Sharing my experience and passion for art is the most rewarding part of my work and for me it is the most important to take an individual approach to each client and project. Part of my research has always been the connection between companies and artists and the ways they can complement each other. On my website www.iam-munich.com I am constantly publishing interviews in the section "Why Art" that investigate companies art engagements. Currently, illycaffè, BMW and Davidoff are some of the highlights to explore.

Dr. Ellen-Andrea Seehusen was formerly Lufthansa First Class Brand Manager and managed international events, sponsoring and brand centers for BMW. In 2007 she founded IAM International Arts Management GmbH to deliver bespoke art concepts to global companies and private collectors.