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5 MINUTE EXPERT

Piero Tomassoni on collecting the work of young artists

What is the special appeal of collecting work by young artists?

The opportunity to own something at the forefront of current artistic practice, to buy masterpieces before they become expensive, to follow an artist's career as it develops, and the fulfilment that comes with helping an artist at the earliest stage of their career.

Useful publications or websites?

Being the first online art advisory platform with a tailored approach and a focus on selected international emerging artists, Artvisor is ideally placed to help people discover work by up-and-coming artists. Magazines such as *Arteviste* are useful, as are the websites of museums such MoMA and Tate.

How does one spot a star of the future?

Developing your taste and your eye through visits to museums and galleries will help greatly when you start looking for emerging talent. Speaking to curators and other artists is another engaging way to discover new talent, as well as reading good-quality art magazines.

Can you give some idea of the range of prices?

Generally works range between £2,000 and £10,000 for emerging artists who have graduated from a well-regarded art school. At this level the production cost contributes – a large-format photograph or sculpture might be more expensive than a painting by an artist of similar standing.

Starting out, should would-be collectors go to college shows, specialist dealers – or take their chances online?

College shows offer a great way to build relationships with artists early on, but buying at these shows can be risky as many graduates may not continue with their art career after leaving school. Going to galleries of good repute is the natural starting point; however, dealers and galleries are biased towards their existing

Fox Hill Road – Hotel Regina (2016), by Israeli artist Guy Yanai

stock, therefore one should always try to visit more than one gallery to have a wider perception of the emerging scene. The online world offers a larger choice, but approach with care: often there is no quality control over what is available, so use platforms and services that make a rigorous selection.

Do you have a personal favourite young artist?

I've worked with so many great young artists; it would be unfair to choose just one!

Piero Tomassoni is co-founder of Artvisor, a private online art advisory service that offers access to artworks by emerging and established international artists.

artvisor.com