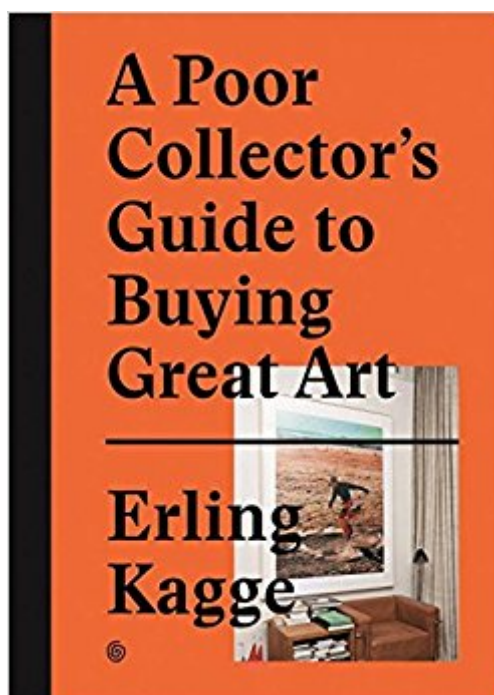


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# A Poor Collector's Guide To Buying Great Art



## Synopsis

Today's art market is incredibly dynamic. There are so many compelling works, shows, and exhibitions to choose from and new galleries are opening all the time. Because there is so much to discover and see, many people are getting interested in collecting art. But since it's impossible to keep track of all developments, becoming an art collector is not easy. *A Poor Collector's Guide to Buying Great Art* provides relief and offers sound advice to those who want to buy art but don't know how or where to do it. They might have preferences in terms of styles or techniques, but they're not familiar with how the buying process works. Perhaps they already have specific pieces in mind but don't yet trust the rules of the art market if such rules actually exist. What does someone actually need to know to prevent their personal tastes from leading them to make the wrong investment decisions? On his way to becoming a passionate art collector himself, Norwegian adventurer Erling Kagge had to learn these ropes and answer this exact question. His years as a mountain climber and visitor to both poles undoubtedly helped him to explore and assess the extremes of the art market. Thankfully for us, his experience also gave him the desire and skills to impart this knowledge to others in *A Poor Collector's Guide to Buying Great Art*. This book illuminates all aspects of becoming an expert at buying art that one will enjoy for many years, such as how to get started, how to take one's tastes seriously, how to do a targeted search for pieces, how to learn to appraise prices, and how to find trustworthy partners. Kagge's practical yet entertaining step-by-step guidance also includes ways to identify and avoid pitfalls and deceptive temptations. As an extreme athlete, he knows very well how to follow rules yet trust his instinct where it counts. This know-how has benefitted Kagge on the art market and now it will benefit all readers of *A Poor Collector's Guide to Buying Great Art*, too.

## Book Information

Hardcover: 192 pages

Publisher: Gestalten (June 23, 2015)

Language: English

ISBN-10: 3899555791

ISBN-13: 978-3899555790

Product Dimensions: 6.9 x 0.8 x 9.6 inches

Shipping Weight: 1.5 pounds (View shipping rates and policies)

Average Customer Review: 4.0 out of 5 stars 6 customer reviews

Best Sellers Rank: #283,769 in Books (See Top 100 in Books) #23 in [Books > Crafts, Hobbies & Home > Antiques & Collectibles > Art](#) #111 in [Books > Arts & Photography > Business of Art](#) #309 in [Books > Reference > Encyclopedias & Subject Guides > Antiques & Collectibles](#)

## Customer Reviews

I liked this book very much! It's a slim volume that can be read in a few hours, but it's full of refreshing candor. Best of all is that it inspires the reader to buy contemporary art and live with it. What I found most approachable is that the author - though not poor by any means - shared how he had to work his way into the art world. Though he has more money than most, that even he felt like an outsider at first into the often opaque world of art fairs and dealers was good to read. If you're curious to learn more, check out a podcast the author did at Art Basel with Art Market Monitor. That's how I learned of this book and it is perhaps my favorite book on the contemporary art market and how to navigate through it.

not very many tips- geared toward folks- he says a minimum of \$5000 per work... no poor collector is at that level.

I love art the book is a practical guide to collecting.

good

The main problem of this book is the title. I was expecting "A guide to buying great art for poor collectors" because Erling Kagge is not a poor collector. His budget is quite decent from the amounts he mentions. Fifty grand are not peanuts you know. He buys from important galleries, important artists, even being emerging. And that means big money. He even admits he should buy lesser known or promoted artists to get lower prices. I agree and I take the liberty to advise him to open his mind to other galleries and artists, out of his immediate circle. As a gallerist myself, I must say I learnt not much from the book, but it is normal, I am surely not a target reader. But the text is enjoyable and his advice is truthful and helpful. It would also be bad news not to know what the author tells, being an insider as I am. I find it very surprising that he affirms that an artwork is worth half its value when you take it out of the gallery. As if gallerists added no value to artists, which is a complete nonsense. The good news are that I discovered a handful of interesting artists which I appreciate. He has a good eye and he opened my mind to "other" art and artists like Wolfgang

Tillmans (I know him better now) or Trisha Donnelly. Showing the pieces as they hang at his place is a wise decision. I would say to him "thanks for showing your collection and for being a collector". The book as an object is beautiful as well. Buy it and make your own judgement.

Really insightful.

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