

Art Buying 101

By Laurie Yarnell Published June 28, 2011 at 08:43 AM



Crabapple No. 4, an archival photograph on Japanese paper by Jeri Eisenberg (\$2,600), offered by markelfinearts.com

How can you tell a reputable dealer from a sleaze? Check out these tips from Kathryn Markel, a Bronxville resident with a Chelsea gallery and a seasonal gallery in Bridgehampton, New York.

AVOID any dealer who sells Salvador Dali. Other artists to avoid: Tarkay, Erte, Earle, Neiman, and Agam; all are overpriced.

AVOID the “Limited Edition Print” and any dealer who sells them. They are nothing but overpriced, signed posters.

AVOID the dealer who talks investment and offers “Certificates of Authenticity.” They are usually phony—and lead you to believe that you have an original piece of work when, in reality, you may not.

AVOID galleries located in shopping malls, tourist areas, cruises, and airports. For some reason, the average person only thinks about buying art on vacation. Although there are exceptions, many galleries take advantage of that.

AVOID buying art from the framer in your local shopping mall. Again, there are exceptions, but he’s probably not the best person with whom to spend any serious amount of money, as he usually knows little about the realities of the broader art market.

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