



An independent London- and Hong Kong-based art advisor and curator with a passion for championing female artists.



Claudia Cheng is an independent London- and Hong Kong-based art advisor and curator with a passion for championing female artists. She helps clients understand market trends and make art acquisitions, and partners with artists and galleries to curate exhibitions that promote equitable representation in the art world: most recently the solo show for Ethiopian artist Tizta Berhanu at [Addis Fine Art Gallery](#).

The art world insider and multi-hyphenate tells us which art events she's most excited for this summer, and why London is the best place to learn more about art. Read on for Claudia's advice for members looking to learn more about the art market, purchase their first piece of art, or build their collection.

#### **How did you get your start in the art industry?**

My journey in the art industry began with a deep-rooted fascination for art from a young age. Thanks to my mother, who is a painter, I had the opportunity to visit museums and art foundations, which nurtured my love for art. I further developed my knowledge in art history at Stanford University, then pursued a Master's degree in Art, Law, and Business. Following my education, I worked at Christie's in New York, where I gained valuable experience in assessing the art market and connecting with collectors.

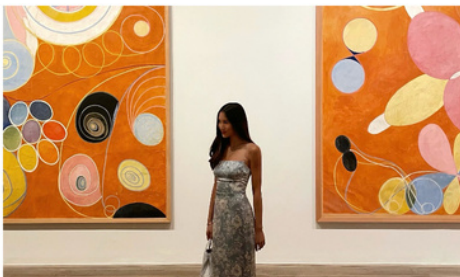


**What advice do you have for those interested in starting their journey of collecting art?**

My advice would be to follow your passion and collect art that resonates with you personally. Take the time to explore different artists, styles, and mediums to develop your own taste. Don't be afraid to seek guidance from art professionals and build relationships with artists. Attend exhibitions, art fairs, and gallery openings to discover emerging talents and engage with the art community. With its incredible museums and vibrant cultural scene, London is truly the best place to develop your sense of art.

**What are some of your recent favourite artists, and why?**

Some of my favourite artists that I've recently experienced in London include Hilma af Klint at Tate Modern, France-Lise McGurn at Simon Lee Gallery, Angela Heisch at Pippy Houldsworth Gallery, Aigana Gali at Kristin Hjellegjerde Gallery, and Helen Frankenthaler at Whitechapel Gallery. I've also just curated the solo exhibition of the Ethiopian artist Tizta Berhanu at Addis Fine Art Gallery.



**What are some important things to look out for when making your first art acquisition?**

When making your first art acquisition, it's important to consider factors such as the price, authenticity and quality of the artwork, but it's even more important to collect art that will bring you joy to live with. Take the time to research the artist's background, and engage in conversations with art advisors who can provide insights and guidance. Ultimately, choose art that speaks to you, as your collection should reflect your personal taste and connection to the work.

**What are some of the exciting art events/gallery openings on the calendar in the next few months in London that you are excited about?**

I'm really excited about the opening of Night Café, a new emerging art gallery in the heart of Fitzrovia. The gallery pays homage to the Parisian cafés of the past century, which were gathering places for artists across different disciplines, thinkers, collectors, and other creative minds. I'm also excited about these exhibition openings this coming summer: Elizabeth Peyton at David Zwirner, Tomás Saraceno at the Serpentine, and Marina Abramović at the Royal Academy of Arts.



**What's the most underrated gallery in London, and why?**

While it's challenging to single out one gallery as the most underrated in London, I think smaller, independent galleries often offer unique experiences and highlight emerging artists who are pushing boundaries. These galleries may not always receive the same level of attention as larger institutions but can provide fresh perspectives and exciting discoveries. Exploring areas like Shoreditch, Peckham, and Hackney can lead you to hidden gems and lesser-known galleries worth exploring.

**What art event each year (outside London) is worth travelling for and why?**

My favourite art fair to travel for is Art Basel Hong Kong every March. I might be a little biased since it's my hometown and the weather there is always great in March, but I genuinely think it's an incredibly well-rounded fair that beautifully interweaves Eastern and Western cultures. As Hong Kong is the gateway between the East and the West, the art fair and its galleries often juxtapose artwork from both cultures to create diverse and thoughtful dialogues. A painting by Zao Wou-Ki might hang alongside Georges Mathieu's work, next to a lyrical conversation between Joan Mitchell and Myonghi Kang.



**What are the best books and resources that newcomers to art can use to learn more about the industry?**

A few of my favourite art books include *Ninth Street Women* by Mary Gabriel, *The Story of Art Without Men* by Katy Hessel, and *The Linda Nochlin Reader*. I would also recommend exploring online platforms like Artsy and Artnet which offer information on artists, exhibitions, and art market trends. These resources are great starting points for deepening your understanding of contemporary art and the dynamics of the art market.

Connect with Claudia on *Instagram* and explore her *website*.

Words by Veena McCoolle