Lisa Schiff

Lisa Schiff is sitting in front of a living wall by Brooklyn artist Gennaro Brooks-Church in her Tribeca space. Schiff is wearing Prabal Gurung.

In May, art adviser Lisa Schiff opened a space on White Street in Tribeca. But don’t call it a gallery. Designed by Rodman Primack’s firm, RP Miller, the welcoming, eclectically furnished space—with a living wall by the artist Gennaro Brooks-Church—encompasses a book-lined office for her firm, SFA Advisory; an exhibition venue for works on consignment from galleries like Gagosian, Marianne Boesky, Gavin Brown, and the design gallery R & Company; and a rotating window display that is currently curated by Neville Wakefield. Also on site is a concept store offering objects like the sustainable See a Clean Future sunglasses, a collaboration between RVS Eyewear and Ugo Rondinone, for Schiff’s art initiative, One All Every, which donates its proceeds to nongovernmental organizations.
Schiff says her main impetus was to sell works acquired by clients who need to deaccession. For those private sales, “I wanted a space.” But Schiff, noting that major galleries already have concept stores, also wanted her location to appeal to an audience beyond art collectors, to give people the opportunity to drop in, hang out, and “buy something small.”

An artwork by Max Jansons and a chair by Thomas Barger in the concept store.  
Photo: Courtesy of SFA Advisory

Artful objects at SFA Advisory.  
Photo: Courtesy of SFA Advisory