Art adviser gives tips on acquiring great pieces at Art Basel Miami

By Mara Segler

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Art adviser Lisa Schiff — who’s worked with clients including Leo DiCaprio, real-estate heiress Candace Carmel Barasch and Sprinkles Cupcake founder Candace Nelson — has advice for anyone actually searching to acquire art during Art Basel Miami and away from the glitzy party scene.

“It’s Vegas,” Schiff told us before the fair’s VIP preview on Wednesday. “It feels like a huge party, but there is a lot of work to be done and meaningful work.” She added, “From a collecting point of view, you have to put your head down and focus. Don’t talk to anybody. Walk through the fair and go systematically and slow, if you can. It’s hard because you get stopped every two steps. I just want to put a bag over my head so I can focus. Just really look, and take notes and digest.”

She added that minority artists are getting particular attention this year.

“There has been so much focus to bring African-American artists into the mainstream art world, [which] has neglected their history for so long,” she said, adding that other minority groups are also taking centerstage. Schiff, who runs sustainable art brand One, All, Every, observed of the celebrity scene, “Swizz Beatz is doing something every day somewhere new.”

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