

ARTS AND ENTERTAINMENT

Madison Avenue Gallery Walk is an art collector's delight

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A number of art galleries on Manhattan's Madison Avenue are participating

By DANNY PARISI

New York high street Madison Avenue will be host to a gaggle of art lovers and buyers later this month when the annual Madison Avenue Gallery Walk kicks off on April 29.

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The yearly event sees a number of galleries along Madison Avenue open their doors to the public for a day of gallery exhibits, talks, tours and art purchases. Discerning shoppers will likely be able to purchase art as well as appreciate the art on display regardless of whether they purchase any or not.

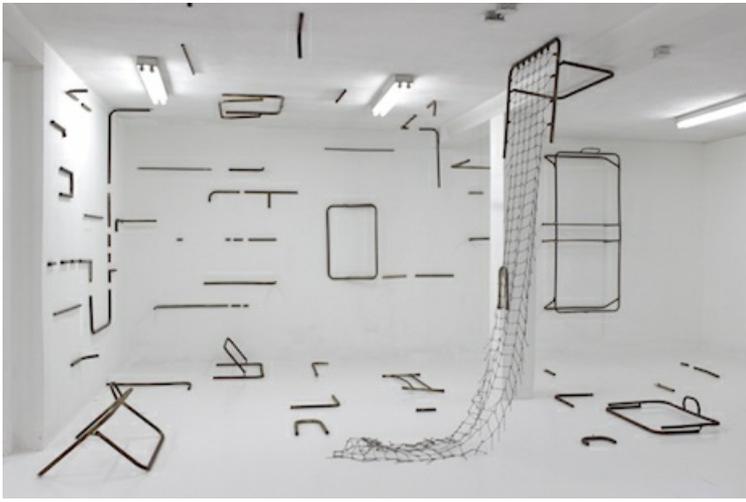
"The motivation for the galleries joining together to create Madison Avenue Gallery Walk is not totally oriented on increasing sales," said Amy Rosi, spokesperson for **Madison Avenue BID**, New York. "The concept behind MAGW is to raise awareness and invite collectors and art lovers to experience exceptional programming and exhibitions – during a day-long 'open house.'"

Gallery walk

Overseen and organized by the Madison Avenue Business Improvement District, the annual walk is a time when galleries put on their best shows and encourage art appreciation and collection in the area. The walk is sponsored and presented by Artnews.

Starting on Saturday, April 29, galleries all along Madison Avenue and its two adjacent streets from East 57th street to East 86th street will be free and open to the public who want to come in and take a look around.

These galleries include some of the most prestigious in the world, including Acquavella Galleries, Blum & Poe, Gagosian, Hauser & Wirth, Mitchell-Innes & Nash, Opera Gallery, Rosenberg & Co. and Skarstedt



Henrique Faria Fine Art, Esvin Alarcon Lam, Displacements & Reconstructions

Throughout the day there will be more than 60 talks by artists and curators at galleries all along the avenue focusing on the latest issues in the art world as well as new collections and featured artists.

Some of the bigger ones will include a tour at Acquavella with Michael Findlay regarding Mir's Constellations as part of its Calder/Mir Constellations show and a talk on "Medieval Art for the Modern Collector" at Les Enluminures.

The talks will continue throughout the day and into the evening, with the opportunity for visitors to meet the speakers in the galleries afterwards.

Global art collecting

The annual gallery walk is an excellent time for the galleries on Madison Avenue. With the newly warm weather and free admission, each gallery is likely to see an uptick in foot traffic as patrons and admirers alike flock to the show floors.

These galleries will take advantage of this audience to push art sales to collectors.

Gallery events such as these are an excellent time for luxury brands, whose customer base often overlaps with the art-collecting crowd.

Many luxury brands take the opportunity to sponsor fine art events to reach those same customers, such as William & Son's sponsorship of the National Portrait Gallery in London last month.



Acquavella Galleries - Miró - Women at the Edge of a Lake

To show its dedication to supporting British heritage, William & Son inked a deal to be the lead sponsor of the National Portrait Gallery's Portrait Gala on March 28. In addition to sponsoring the social event, William & Son created a jewelry and handbag collection to mark the occasion ([see story](#)).

In the art world, galleries outside the traditional art centers such as New York and Paris are also gaining popularity. Sotheby's opened a gallery in Dubai to meet with rising interest in art collection in the United Arab Emirates.

Over the past five years, the number of Middle Eastern clientele buying from Sotheby's has grown 30 percent. While buyers in the region have enthusiastically embraced Sotheby's online sales, having this physical location will give the auctioneer a space to engage with prospective collectors face-to-face ([see story](#)).

But Madison Avenue will always hold sway over the art-collecting world, and the annual Gallery Walk is one important way its reputation remains strong.

"All 51 galleries have something amazing to show – a vast range from antiquities, to photography, 20th century modern and cutting edge contemporary art," Ms. Rosi said. "Literally, there is art on view to please everyone."

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