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COLLECTOR'S CONVERSATION

brought to you by DALLAS ART FAIR

TREND-SETTING PALM BEACH GALLERIST **SARAH GAVLAK** TAKES QUESTIONS FROM HOUSTON-BASED COLLECTOR **FRANK HERZOG**, A REPRESENTATIVE FOR AXA ART INSURANCE COMPANY.

Describe how you decided to open up your gallery in Palm Beach.

I was visiting friends when I was living in New York, and I already knew about all these great contemporary art collectors here. I couldn't figure out why, with such a concentration of wealth and taste, there wasn't a serious contemporary art gallery curating exhibitions, representing cutting-edge international artists and participating in art fairs. So I moved here and opened one.

Was your big break showing in the shipping containers in Art Basel Miami Beach in 2006, days after you opened your gallery in Palm Beach? How did you get in the Art Basel Miami Beach that first year?

It was amazing for me and the artists — I showed Aleksandra Mir. I never thought I would be accepted in my first year open, but I wanted to show the Art Basel committee that I was serious and what my program was. I wrote a strong proposal, and they accepted it. People should understand that my being accepted into the fair in my first year had nothing to do with luck. The committee is made up of the best and most successful art dealers from Berlin, London, Los Angeles, New York and beyond. They have known me for years and watched me grow in my professional life from working for other galleries, as a writer and independent curator. They knew that I would do a great job, and they gave me an amazing break ... *For the rest of the conversation, see papercitymag.com.*



DANA FURUKO

Sarah Gavlak with Alexis Marguerite Teplin's *Venus Restraining (Landscape)*, 2011



TILLY ANNIE

Frank Herzog

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