

# THE ART OF COLLECTING

January is one of the biggest months of the year for art in the capital. With The London Art Fair showcasing the best of British modern artists, **Daniel Morris** reveals the ones to watch

## DANIEL MORRIS

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**Y**our home, and not least what hangs on your walls, says everything about you.

Are you a large Warhol *Dollar Sign* person, who displays it like a badge of honour, demonstrating you are part of the financial elite? (With originals at £4m-£6.5m you can afford to). Perhaps Victorian chocolate box scenes are more your thing? A mass of inherited and bought prints and paintings throughout the house, low in value but high in sentiment? Or do you have a well informed collection of emerging artists, Old Master drawings or classic posters? The list is endless.

Contemporary and modern British artworks are interesting to collect and they can look great in the modern home. The artists were inspired by our landscapes and influenced by our social history. They are relevant to us.

Over the last 20 years, the reputation and prices for many of the great British artists of the 20th century have sky-rocketed. Barbara Hepworth, Ivon Hitchens and Graham Sutherland are all now considered museum quality artists. But their work is still available and just about affordable. Others, such as the British painters Lucian Freud and Francis Bacon have achieved



**IN THE ABSTRACT** *September* is on sale with Jenna Burlingham Fine Art at the London Art Fair. The piece is by British artist Peter Joyce, who focuses on abstract portrayals of geographical themes. Still affordable, he is an artist to keep an eye on

international recognition and their best works are beyond the reach of most of us. Bacon's triptych *Three Studies of Lucian Freud* sold in 2013 for \$142.4m (£89.3m), which made it the most expensive artwork ever sold at auction.

But don't lose heart, there are still those awaiting discovery. Aubrey Williams comes to mind, plus some great contemporary artists working very much in the British tradition. Take the abstract artist Peter Joyce. His works are unquestionably British and still

very affordable. Keep an eye out.

To see (and buy) work by these artists and more, pay a visit this month to the London Art Fair. Annually launching the art world's year, exhibitors at the fair will be showing high quality modern British art alongside contemporary work from today's leading artists.

For something a little more personal to hang in the bedroom consider intimate sketches and drawings. From 16th century Italy to Tracey Emin, beautifully framed and well hung, they can create a

calm yet stimulating environment. For works by Tracey Emin contact White Cube in Bermondsey. For affordable Old Master drawings (£500-£10,000) try Joanna Booth.

Whether it's brand art or sporting prints inherited from Granny, the pieces in your home should be personal to you. So don't be steamrollered by an interior designer, hang what you love. ■

*The 27th London Art Fair takes place at the Islington Business Design Centre, 21-25 January 2015*

## LONDON ART FAIR FINDS



**FAIR DO'S** From left: British artists' work which will be on show at the London Art Fair: Amelia Stein, *White Stable*, 2012, courtesy of Oliver Sears Gallery; Lucian Freud, *Self-portrait with Hyacinth in pot*, 1947-48, courtesy of Pallant House Gallery; Alan Davie, *Heavenly Bridge*, 1960, courtesy of Austin Desmond Fine Art