

# ARNDT

**BLOUINARTINFO**

## **How Art World Powerhouse Matthias Arndt Plans to Infiltrate the Asia-Pacific Market Part 1**



*by* Nicholas Forrest

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Thanks partly to the Australian born wife of German born gallerist, collector and powerhouse dealer **Matthias Arndt**, the Australian art market has been afforded the privilege of being given special attention by Arndt and his gallery empire.

After a 25-year career as a gallerist and cultural entrepreneur, Matthias Arndt recently announced that he will spend more of his time in Asia and the Pacific Region as an art dealer and independent expert to artists, museums, private and corporate collections.

In addition to the advisory services, the central mission for Arndt's exhibition schedule will be to introduce the major positions of Contemporary Art from the new art landscapes in China and Southeast-Asia to the European audience and vice-versa.

Following *The Ephemeral*, a curated group show held in the Berlin gallery, *Migration* is the first major pop-up-show to be held in Sydney, Australia by **ARNDT**. As part of the new initiative of working in Australia and the Asia Pacific Region, Matthias Arndt has brought together a group of celebrated international artists to this vibrant art landscape in the Southern Hemisphere.

*Migration* has been produced by Matthias Arndt and his Australian born wife, **Tiffany Wood**, who has 20 years experience in the art world with **Sotheby's** in London and New York, **Marianne Boesky Gallery** New York and **Phillips de Pury & Company** New York, London and Berlin.

**Nic Forrest**, Executive Editor of **Artinfo Australia**, recently caught up with Matthias Arndt to find out more about his foray into the Australian art market and the Asia-Pacific region. In part one of this two part interview, Arndt reveals his thoughts on the Australian art market and reveals details of his plans to set-up shop in Asia.

### **What is your impression of the art market in Australia?**

From the experiences I had and the contacts I built over the past years, I see the Australian Art Market emerging from a formerly "Strictly Australian Affair" opening towards international art.

### **What motivated you to pursue a presence in Australia?**

After 20 years and having been the first gallery of West German foundation with an international program in former East Berlin, my building mission in Berlin was successfully accomplished and I wanted to orient myself further towards the new Asian Markets – especially the Southeast-Asian markets. And instead of following the call to the "promised lands" of Hong Kong and Singapore, I would rather invest and build a market further afield where the focus of my international colleagues does not reach while still developing a presence in the Asia-Pacific region.

There are also private links as my wife is Australian, we have family here and our son August also holds an Australian Passport. But I did not come for the surfing beaches (though tempting). While there are 600 galleries for contemporary Art in Berlin, where I keep my space and run an ambitious Asian and international programme, in Australia there seems to be need for my contacts and competence - I guess I like the building of new rather than just the maintenance of existing markets.

### **How do you plan to replicate your success in Australia?**

By taking the Australian art landscape very seriously: the first show *MIGRATION* that my wife Tiffany Wood and I put together for Sydney as our first major pop-up-project in Australia unites 95 works of 40 international artists amongst major positions such as Gilbert & George, Bill Viola, Georg Baselitz, Neo Rauch, Nick Cave, Sophie Calle only to name a few.

We converted a run-down office space into a temporary exhibition space - we could have also made a point with a much more modest project - but I wanted to make clear: a) we did not come to retire in Australia b) we bring contacts to all major art centers in the world to Australia and most importantly c) 95 percent is primary and major work you would normally have to travel to Basel or London or Venice to see it in a commercial context and we brought it right to the Australian Audience. So basically: not talking but acting is one recipe, and simply bring the best and do not fear expenses and efforts - that is what my name stands for since 20 years now and that is also my concept for Australia.

### **MIGRATION**

#### **First International Pop Up Show by ARNDT**

March 27th to July 10th 2012

**Location: - CASSydney, 9 Jenkins Street, Sydney NSW 2000**

Open times: - March 27 to 31 - 10am to 6pm

April/May/June: Thursday, Friday and Saturday only - 11am to 5pm

(and by appointment)

Closing: - July 10

For more information visit <http://www.arndtberlin.com/website/>