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Art Market

5 Tips for First-Time Art Collectors

Brian P. Kelly

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[Sean Kelly](#), whose New York gallery [will open a Los Angeles outpost](#) next month, took things even further in 2018 by launching a initiative called Collect Wisely that aims, in his words, "to refocus the conversation around art by exploring how and why collectors collect and what it means to build a museum-quality collection."

As part of that program—which includes print and digital platforms, social media outreach, artist-led events, and a podcast—Kelly "created a list of epithets to inspire people to think differently about how they collect," he explained. Key among them, especially for new collectors who might be especially eager to try and scoop up a work by a buzzed-about artist: "Value art, not its value"; "Collect with your eyes, not your ears"; and "Look for permanence. Avoid trends."