

KATE WERBLE GALLERY

83 VANDAM STREET NEW YORK, NY 10013

NEW YORK OBSERVER

The Frieze Four: Our Dealers to Watch at Frieze NY

Ryan Steadman

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Buying art is far from a science, but many top collectors will offer you the same secret: “buy the program.” That clue, in a sense, means you should look for talented dealers as well as talented artists. If you find that you’re drawn to the same art fair booth time after time or hear the same gallery being brought up in conversation again and again, chances are that dealer has what’s known in the biz as “a good eye.”

Getting up close and personal with a dealer can really pay off if you’re moving your collecting habit into a higher gear. Bigger discounts for repeat customers is the obvious reason to invest in a dealer you love, but beyond that, the access you can get to artists that suddenly start skyrocketing as a “loyal fan” can be even more valuable. On top of those perks, once you have a good rapport with a dealer, you can also meet their artists, get invited to their (always classy) dinners and most importantly, learn more about art from a committed expert.

There’s going to be a ton of fantastic art at this year’s edition of Frieze New York on Randall’s Island (May 5 to May 8), so for your sake, we’re highlighting four art dealers that always roll deep with talent.



Kate Werble

Kate Werble Gallery, 83 Vandam Street, New York City

How long has Kate Werble Gallery been open?

I have been open for seven years, since September 2008.

How would you describe the gallery’s sensibility?

I like works that have a strong connection to the history of art, more specifically, works that use materials and concept in a way that builds on—and also acknowledges—that history, but also question what’s happening around us.

What artist(s) are you bringing to Frieze? Christopher Chiappa and Melanie Schiff. The booth is loosely based on the idea of the camera as stand-in for a gun.

Do you have one piece of advice for a collector on how to best navigate Frieze New York?

If you are interested in an artist’s work, don’t hesitate to ask questions or engage in a conversation with the people working the booth. You are likely to learn something unexpected about the artist or the works being shown.

Kate Werble at her eponymous gallery in New York.
Photo: Courtesy of Observer