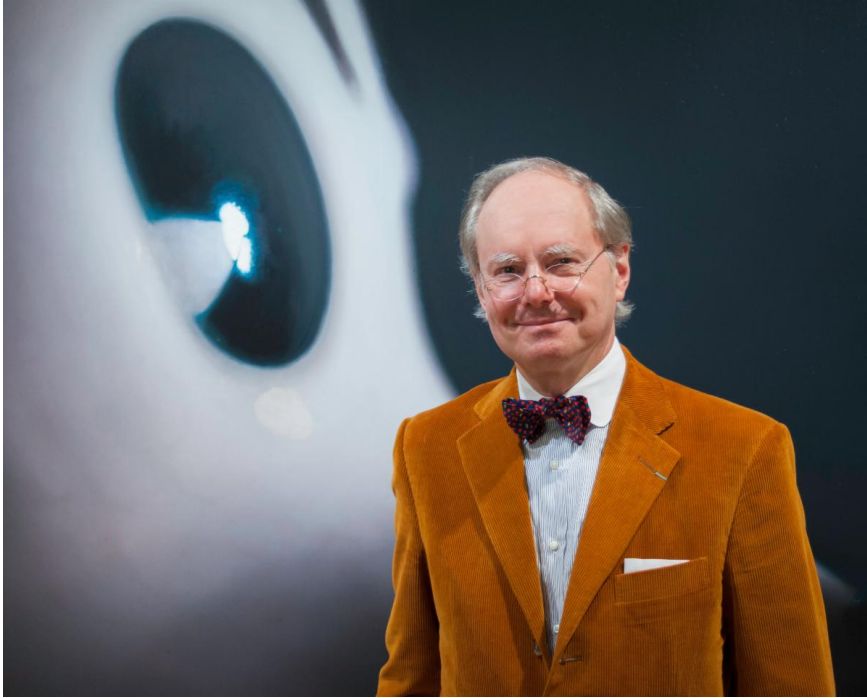


SFADA

TIPS FROM GALLERIES CELEBRATING 40 YEARS



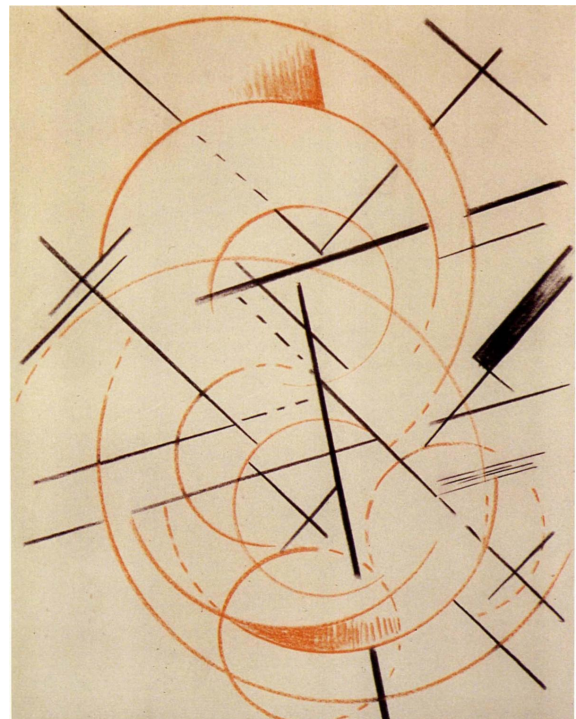
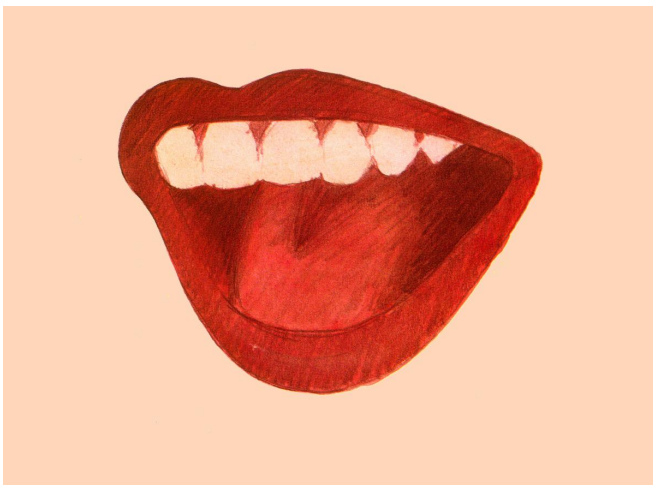
This fall the San Francisco Art Dealers Association (SFADA) celebrates the anniversary of iconic San Francisco art galleries.

Founded by Martin Muller in 1979, MODERNISM Inc. has presented more than 450 exhibitions at their San Francisco galleries, and at major art fairs, by an international roster of artists, both historical and contemporary, in media ranging from painting and photography to sculpture, video and performance.

The gallery has also co-published 63 books over the years, including three new ones: A major monograph on Gottfried Helnwein (co-published with Skira books), another on Jacques Villeglé in English, as well a comprehensive critical book on Villeglé that is co-published with Gallimard in Paris.

SFADA asks: what are Martin Muller's keys to success in the gallery business?

1. To be very critical about the art selected by the gallery, taking into account art history, the significance and range of ideas, and of course, the visual and emotional merits associated.
2. To stay focused, not be swayed by trends, but keep up with artistic development in all areas.
3. Work hard without a watch, be passionate, and always open to learn and share your knowledge.



top: owner Martin Muller, **left:** Liubov POPOVA [1889-1924], *Untitled (Architectonic Composition)*, 1921 oil pastel on paper, 10 3/4 x 8 inches, **right:** Tom WESSELMAN, *Drawing for 'Mouth #3'*, 1965, 5 x 7 inches