

Art for All

Local Consultants Take On the Demystification of the Art World

BY BRETT WILBUR • PHOTOGRAPHY BY KELLI ULDALL

A somewhat eclectic mix of paintings and sculpture fill Chris Winfield's Dolores Avenue gallery. A tower made of stacked pieces of fallen Monterey pine by Peter Hiers is on display; hanging on a wall is an encaustic panel by Tracey Adams; on a low shelf sit "earth and crater" ceramic bowls by James Lovera; on a pedestal is a ceramic flower piece by Beau Kvenild.

Winfield says that many of his customers find even an edited space like a gallery overwhelming.

"They feel very insecure about art," Winfield says. "They don't know if they are being overcharged or undercharged."

Realizing he didn't have the time to guide each client through the selection process, Winfield teamed up with art expert Alyssa Weber to form a fine-art consulting business.

Projects range from resorts such as the Lodge at Pebble Beach, to local doctor's offices and clients' private homes. Services include selecting art to fit with a client's taste and style of home, suggesting where art will best be displayed in a home, and framing and lighting, if desired.

Winfield characterizes the typical customer as highly-educated and



Art consultant Alyssa Weber helped her client choose paintings for this Carmel Valley estate.

sophisticated, but unsure about the language of art.

"People have no vocabulary," he says. "They kind of know what they want but not how to describe it. We help them find a common ground with this new language."

To further integrate art into a client's home, Weber, who represents artists across the country, often teams up with local interior designers. Terri Wolfson, one such designer, has worked with Weber on projects such as a large home in Carmel Valley.

"I think art is such an integral part of the quality of our lives," Wolfson says. "Alyssa does the research for me. I can go to her and say, 'I'm looking for a particular type of still life, and she'll get me an image of one.'"

To make it easier for clients to get used to a particular piece of art—whether it's a work on paper, a painting, a photograph, or a sculpture, Weber and Winfield let people try the piece in their home for awhile.

"Sometimes they have to grow into it," Winfield says. "Their fear is relieved if they can live with it and aren't afraid of returning it."

To reach Weber & Winfield Fine Art Consulting, call 831/375-4047 or visit www.weberandwinfield.com.