

**A new world is possible.**

Let's not go back to what wasn't working anyway.

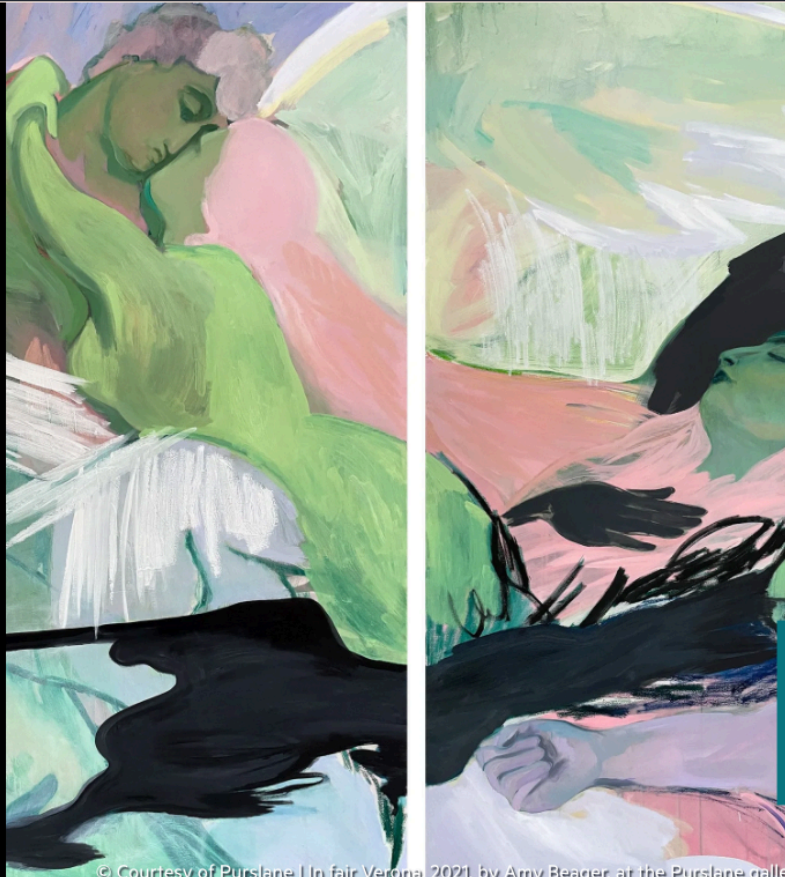
If you think the same, join us

How To Spend It Philanthropy

+ Add to myFT

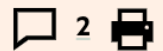
## Off the wall: the new galleries giving back

Disillusioned with the traditional system, modern gallerists are rethinking ways to show – and sell – artworks



© Courtesy of Purslane | In fair Verona, 2021, by Amy Beader, at the Purslane gallery

Francesca Gavin JANUARY 10 2022



A black book of established art-world connections; a social calendar brimming with private views; a roster of artists who give you 30 to 50 per cent of the sale price; attendance at arts fairs round the globe. Up until now, the path to opening and running a commercial gallery has been well-trodden. Yet a new wave of individuals, disillusioned with the system, are creating new spaces that fuse art buying with more [philanthropic](#) models, and combine an eagerness for creative experimentation with political fire.



Textile artist Charlotte Edey, who is involved with Artists Support © Anna Stokland



Almost, 2021, by Charlotte Edey

“Artists are often left out of the philanthropic conversation,” says New York-based art historian Clara Zevi, who founded [Artists Support](#) last year alongside Oscar Tiné, a French multidisciplinary artist. “They are constantly asked to donate work, but they’re never asked what charity they want to support.” On this platform, collectors donate the total sale price to the artist’s chosen cause. All profits go to the charity, and the project is run pro bono. Artists involved include blue-chip names like Hiroshi Sugimoto, Stephen Shore, Michael Craig-Martin and Rose Wylie; emerging figures such as ceramic artist Katy Stubbs and textile artist Charlotte Edey; and artists such as Lorna Simpson, whose recent collage raised £35,000 for [Until Freedom](#), an organisation fighting institutionalised racism in America.

“Our initial motivation was to help the city we lived in and create a fundraising structure that could operate past the pandemic,” says Tiné. The NYC launch saw the duo raise more than \$75,000; a London launch followed and an LA outpost is set to open in February. “The art world creates so much wealth that it only seems logical to allocate some of this to help communities,” says Tiné.