

THE WALL STREET JOURNAL.

Sites & Sightings: Top Private Art Guides

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Wall Street Journal's *Top Private Art Guides* features Art Smart in their Top Five. "The Big Apple's art world can seem overwhelming—and impenetrable. Enter Art Smart, which helps clients navigate Manhattan's museums, galleries and architecture" where Art Smart "connects visitors to the restorative powers of art."

The screenshot shows the WSJ website interface. At the top, the navigation bar includes 'Home', 'World', 'U.S.', 'New York', 'Business', 'Tech', 'Markets', 'Market Data', 'Opinion', 'Life & Culture', 'Real Estate', and 'Management'. Below this, there are sub-sections for 'Arts & Entertainment', 'Cars', 'Books & Ideas', 'Fashion', 'Food & Drink', 'Sports', 'Travel', 'Health', 'Retirement Planning', 'WSJ Magazine', and 'Off Duty'. The main article title is 'Top Private Art Guides' with a sub-headline: 'Get a custom course in art and culture with private excursions to Frank Lloyd Wright's Fallingwater, the ancient Roman library of Celsus or to the Met's Chinese Garden Court.' The article text begins with 'CAN'T TAKE THE CROWDS at Frieze New York, artMRKT San Francisco, Art Basel in Hong Kong or the rest of this month's international art events? A number of travel specialists are catering to clients who want to immerse themselves in art and architecture at their own pace and in line with their own tastes. These experts, often armed with advanced degrees, can offer an exegesis on a mural in Manhattan's Lower East Side, orchestrate a stay in an Italian Renaissance palazzo or get you into a Frank Lloyd Wright masterpiece after closing time. While their specialties may vary, they are all equipped to give the most veteran aesthete the thrill of a new perspective.' Below the text is a photo of a man and a woman looking at a painting. To the right of the article are several promotional banners: 'DOW JONES Private Equity Analyst CONFERENCE A New Era in Private Equity Beyond Traditional Investing LEARN MORE>> September 26-27 | New York City', 'THE NEW PORTFOLIO TOOL ON WSJ.COM: THE ULTIMATE INVESTMENT TRACKER AVAILABLE EXCLUSIVELY FOR SUBSCRIBERS LEARN MORE>> provided by iStockphoto.com', and a list of other articles: 'Traders Try to Game Oil-Price Benchmark', 'How to Interpret Bernanke's Message on Bond Buying', 'Congress Delves into Clearance Screening', and 'Health-Insurance Exchanges Behind Schedule'. At the bottom right, there is a 'Don't Miss' section with three small images and titles: 'The End of the Reign of the Junbo Purse', 'The Most Important Watch of 2013', and 'The Five Happiest Countries'.

TO DIG DEEP IN NEW YORK

The Big Apple's art world can seem overwhelming—and impenetrable. Enter Art Smart, which helps clients navigate Manhattan's museums, galleries and architecture. Judith Walsh (an alum of Sotheby's and the Metropolitan Museum of Art) and her team of art historians create private tours based on extensive client questionnaires. They might lead someone interested in contemporary architecture to the Richard Gluckman-designed Paula Cooper Gallery, Frank Gehry's headquarters in Chelsea and the exhibition space at the International-style skyscraper Lever House. Ms. Walsh likes to escort clients to the Met's Chinese Garden Court, an intimate, often overlooked space that she says "connects visitors to the restorative powers of art." She is adept at pacing tours for families and connecting art lessons to kids' school curriculums. About \$200 per hour for up to four people, with a two-hour minimum, artsmart.com