

① Dan Farrell

Dear Becky,

I'm still a little unfocused about this – but let's try to describe a reasonably free form discussion of "Where, why and how the Arts intersect with business."

As I said last night I have a view that the two are inextricably intertwined. I was once told that if you want to know more about art you should talk to a banker – they have the money to afford it. If you want to know about money you should talk to an artist – they are very interested in it!

Topic 1

We've all seen how artists are often the first wave of residents who move into out-of-fashion, dilapidated neighborhoods where rents are cheap and space is generous. Their presence makes these run-down neighborhoods start to be "hip." Then come the cafes, the little storefront galleries and soon a restaurant or two. Then come the real estate developers, the young professionals and the gentrification of the area. Some of the artists who pioneered the old neighborhood go on to acclaim and success and some of their early works – now much prized by collectors – are often in the hands of the business owners who first followed them into these neighborhoods and supported them (showing their works, trading food and services with them, etc.) – and the newer, not yet established, artists of the next wave look for the next abandoned neighborhood.

Topic 2

There is a widely held assumption that "the arts" are not appreciated by – understood by – or supported by – the great mass of the population. The arts are for the elite. Lacking this mass market, the business community sees no particular advantage to becoming involved with the arts – unless they are in the business of luxury goods and the like. My own experience is contrary to this. I never had a single academic exposure to the arts. I never even took the survey course in art history as an undergraduate. But I thought I saw a great opportunity when I approached the BBC in London just over 30 years ago and bought the North American rights to Antiques Roadshow. It took 15 years more to get it on the air – no one in a position of authority at any TV network gave it a chance – it was a "niche" market who would be interested in watching – at best. Now we know better – about 11 million people a week are watching – in its 16th Season on the air.



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Dan Farrell
Vice President
Collector Services
Enservio Select

In his career, Dan has been based on both sides of the Atlantic. For more than two decades, Dan has worked closely with hundreds of specialists and experts in all fields of art, antiques and collectibles and brings an unsurpassed knowledge of the most respected American and British specialists in the field to the service of the company's clients. Since acquiring the North American rights to the television show *Antiques Roadshow* from the BBC, Dan has helped produce the show with WGBH in Boston and has been instrumental in bringing this popular offering to the American viewing public. He is also a well known figure in the art publishing community, specializing in publishing and distributing fine art offerings, including artist monographs, Catalogues Raisonné, and museum publications through his ownership of Hudson Hills Press. Dan holds a B.A. degree from the University of Notre Dame, an M.B.A. from the University of Chicago and an M.Sc. from the London School of Economics.

Dan began his working career with the First National Bank of Chicago, serving in the Commercial Lending Divisions in Chicago, London and Los Angeles. He went on to become a Financial Consultant to numerous film producers and film production companies in both Los Angeles and London.

Dan has been certified by the Appraisers Association of America as having qualified under the provisions of the Uniform Standards of Professional Appraisal Practice (USPAP). Dan has successfully completed additional coursework in appraisal theory and methodology and is currently under consideration for full membership in the Appraisers Association of America. He has lectured at NYU on the subject of Loss and Damage Appraisals and has been a featured panelist at the Annual Convention of the Appraisers Association of America (2010) on the topic of art conservation and insurance coverage.

Dan's responsibilities at Enservio Select and at Collector Services cover all aspects of quality control and review for all appraisals done for the company's clients.