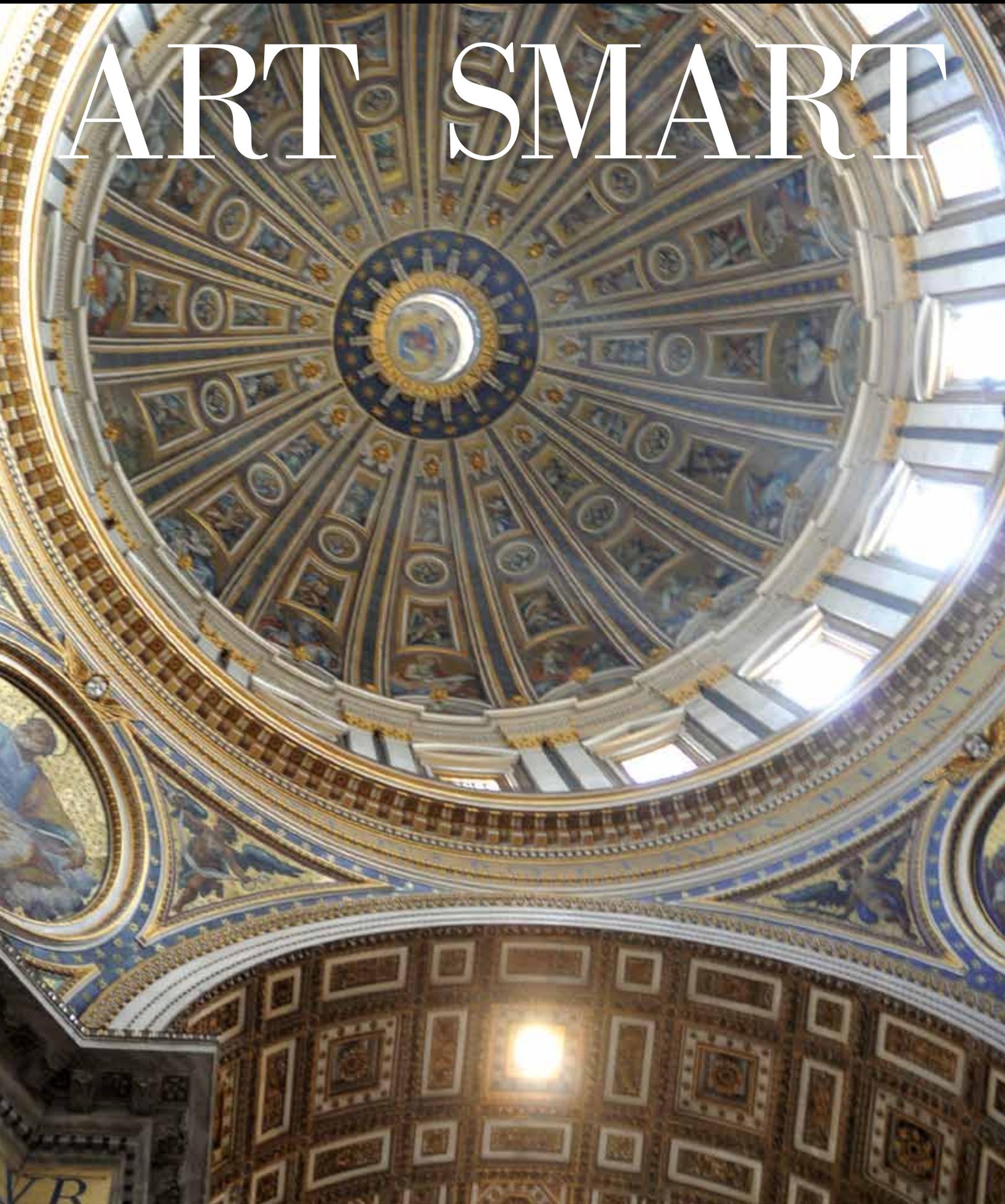
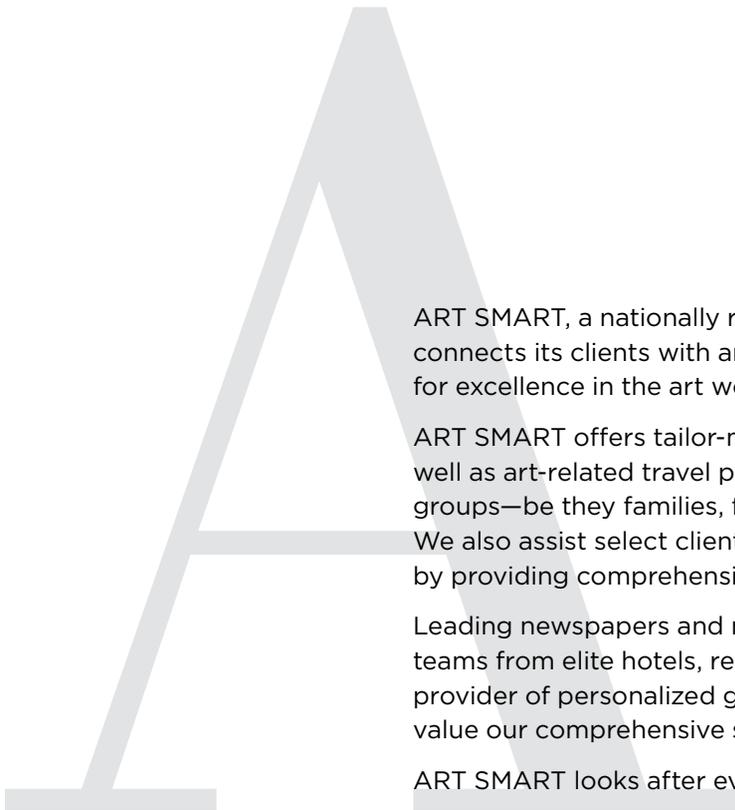


# ART SMART







ART SMART, a nationally recognized organization that connects its clients with art and culture, has become known for excellence in the art world since its founding in 2001.

ART SMART offers tailor-made museum and gallery tours, as well as art-related travel programs, for individuals and small groups—be they families, friends, or corporate gatherings. We also assist select clients with developing art collections by providing comprehensive acquisition advisory services.

Leading newspapers and magazines, as well as concierge teams from elite hotels, recognize ART SMART as the finest provider of personalized guidance to art venues. Our clients value our comprehensive service and extensive expertise.

ART SMART looks after every detail, every step of the way.

## THE ART SMART SERVICES

### ART SMART TOURS

For clients seeking exceptional private tours of museums and galleries in our home base of New York City. We make the most of their limited time by building tours customized around their tastes, interests, and schedule.

### ART SMART ADVENTURES

Our museum program for families lets them explore and enjoy art together. Tours are always age-appropriate—with the right balance between fun and education. We approach museums and galleries as fresh worlds to discover, each filled with fascinating examples of cultures and creativity.

### ART SMART TRAVELS

The choice for travelers heading to art destinations worldwide. We can design escorted tours, or, for those who prefer to experience art independently, we can develop detailed self-guided itineraries and support materials.

### ART SMART ADVISORY

We provide clients with the objective and informed assistance they need to navigate the art market. We help clients crystallize their collection criteria; work by their side through exploration of galleries, auctions, and art fairs; and facilitate the final purchase.



# WHAT MAKES ART SMART UNIQUE?

Too often, art tours are structured for public groups without regard for any individual's interests or knowledge level.

ART SMART takes the opposite approach. We focus every tour on our client's particular interests and tastes. No matter the mixes of age or experience with art in a client group, our specialty is finding a balance that suits each participant.

From tailoring private tours for couples, friends, and families with vastly divergent interests, to advising avid collectors and seasoned enthusiasts on the best exhibitions and galleries, ART SMART helps clients experience the pulse of the art scene in a personal and engaging way.

We design each client program by asking what experiences and which objects will be the most amazing and rewarding for this particular set of people. Creating a custom art experience, ART SMART marries the awe-inspiring beauty and creativity of the art world with the interests and curiosity of our clients.

With seamless service, VIP access, and insight into a wide spectrum of art collections, ART SMART stands apart.

## ART SMART TOURS

Our flagship program, ART SMART TOURS, provides customized private tours of museums, galleries, and art fairs in our home base, New York City.

ART SMART specializes in delivering the best art the city has to offer in an efficient manner that makes the highest use of clients' valuable time. For every tour, ART SMART goes beyond the museum highlights to reveal hidden gems geared to individual taste—whether it is cutting-edge contemporary or classical antiquity.

The result is a carefully crafted, distinctive journey through the art world.





# ART SMART ADVENTURES

Time together is every family's most precious resource. ART SMART ADVENTURES are museum and gallery tours designed to make the most of a family's time together exploring art and culture, with enriching activities for all involved.

Each step of an ART SMART adventure is conceived with the whole family in mind. From discovering monumental sculptures that fascinate all to finding sunlit and spacious areas where kids can be kids, we keep everyone engaged so that parents can relax, learn, and enjoy as well.

Every family is unique, and so is every ART SMART adventure. Families with younger children may want to explore cultural curiosities like Egyptian mummies or the armor of medieval knights; older children may want to examine interactive works or edgier, more thought-provoking pieces. Tours are always age-appropriate—with the right balance between fun and education.

Our ART SMART guides know just how to customize the tour to a fit each family's particular style and to bring the most sophisticated art knowledge down to the youngest level, while still teaching the adults things they never knew. We keep the entire family fascinated.





# ART SMART ADVISORY

For both seasoned collectors and those newer to the art scene, ART SMART ADVISORY provides objective and informed assistance. Whether the collector is looking for a single painting or building an entire collection, we offer comprehensive personalized advice on the acquisition of fine art for corporate, residential, and individual clients.

ART SMART ADVISORY acts as the client's personal liaison with the art world, leveraging ART SMART's extensive knowledge of art, art history, art techniques, and current trends in the art market.

We offer access to, understanding of, and expertise in the gallery, art fair, and auction world. We begin by discussing and assessing the client's tastes, interests, and budget, then select galleries, auctions, and individual works for them to consider.

To ensure our clients receive the best service, we meet in advance with gallery directors to review and recommend selections to be presented to our clients. We accompany clients to the chosen galleries and facilitate all aspects of a purchase, from exploration to delivery and installation.

# ART SMART TRAVELS

ART SMART TRAVELS knows just how to make the most of trips to art destinations worldwide for both leisure and business travelers. We help clients navigate unknown terrain and find must-see gems, hidden wonders, and personally satisfying treasures on a tight schedule and a variety of budgets.

Prior to departure, an ART SMART TRAVELS consultant will work closely with the client to create a personalized art tour itinerary. We'll assemble a portfolio of cultural resources, design a timetable, and arrange luxury travel programs that will make the travel experience more insightful and rewarding.

While many clients retain ART SMART TRAVELS for art itinerary planning for a single city, we also lead private art tours through a broad range of locations in the United States and around the world.

For clients wanting the highest level of perspective and appreciation, an ART SMART TRAVELS expert can accompany and guide them throughout their journey. Along the way, they will receive expedited and VIP-level access to art venues. Clients can relax and enjoy, knowing that ART SMART will connect the cultural dots throughout the trip.





# SHARING OUR EXPERTISE: THE ART SMART TEAM

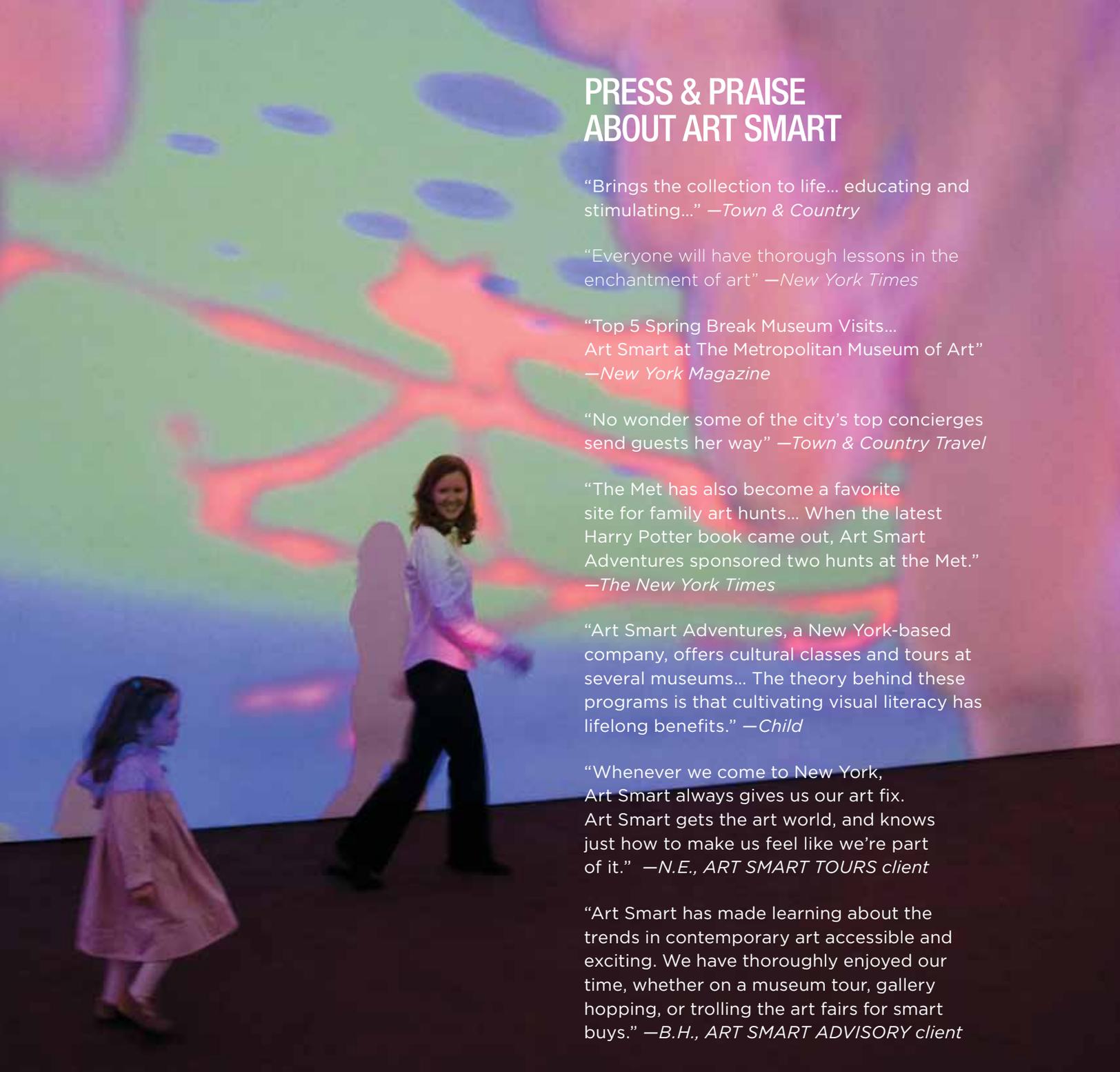
The ART SMART tour style encourages conversation; we rarely lecture in the traditional sense. Our guides are chosen for their passion, personality, and charm as well as for the depth and breadth of their art knowledge.

Our ART SMART guides are primarily graduate-level art historians from top New York universities who have their fingers on the pulse of the art world. They are up on the latest exhibitions, critical reviews, and historical research. All guides have been trained by ART SMART to provide the highest levels of service and to detect what approaches to art a client group is most interested in.

ART SMART founder Judith Walsh developed this unique approach during her years leading tours for The Metropolitan Museum of Art and while earning her graduate degrees in art history from Columbia University. Walsh has also lectured for The Cloisters Museum and The Cleveland Museum of Art and as a graduate teacher of art history for Barnard College. She was a business staff member at Sotheby's. Among her many honors, Walsh was selected as a graduate lecturing fellow at The Metropolitan Museum of Art in 2000. Walsh leads ART SMART and its team of art guides.







## PRESS & PRAISE ABOUT ART SMART

“Brings the collection to life... educating and stimulating...” —*Town & Country*

“Everyone will have thorough lessons in the enchantment of art” —*New York Times*

“Top 5 Spring Break Museum Visits...  
Art Smart at The Metropolitan Museum of Art”  
—*New York Magazine*

“No wonder some of the city’s top concierges  
send guests her way” —*Town & Country Travel*

“The Met has also become a favorite  
site for family art hunts... When the latest  
Harry Potter book came out, Art Smart  
Adventures sponsored two hunts at the Met.”  
—*The New York Times*

“Art Smart Adventures, a New York-based  
company, offers cultural classes and tours at  
several museums... The theory behind these  
programs is that cultivating visual literacy has  
lifelong benefits.” —*Child*

“Whenever we come to New York,  
Art Smart always gives us our art fix.  
Art Smart gets the art world, and knows  
just how to make us feel like we’re part  
of it.” —*N.E., ART SMART TOURS client*

“Art Smart has made learning about the  
trends in contemporary art accessible and  
exciting. We have thoroughly enjoyed our  
time, whether on a museum tour, gallery  
hopping, or trolling the art fairs for smart  
buys.” —*B.H., ART SMART ADVISORY client*

## ART SMART

P.O. Box 28  
Old Chelsea Station  
New York, New York 10113  
(212) 595-4444  
info@artsmart.com  
www.artsmartkids.com  
www.artsmart.com