

# how to start a collection

Inspired to start an art collection but unsure of where to start? *House & Garden* consults the experts – dealers, advisors, gallerists and academics – who provide nine golden rules to set you on the right path

TEXT JENNIFER GOULDING

Rose Blake, *Three Fin...*  
*The Stolen Daffodil II*  
 Rebecca Hossack Gal



## *Rule 1: Buy what you love*

Crashingly obvious perhaps, but be sure you love what you buy. 'It should give you that fluttering feeling in your stomach,' advises gallery owner and art dealer, Rebecca Hossack ([rebeccahossack.com](http://rebeccahossack.com)). The vogue for buying art as an investment or for profit is not recommended. 'It is very difficult to predict price patterns, even in the long term,' cautions Wentworth Beaumont, an art advisor and co-founder of Beaumont Nathan ([beaumontnathan.com](http://beaumontnathan.com)). Furthermore, as Patrick van der Vorst of Auctionata ([auctionata.com](http://auctionata.com)) and Value My Stuff ([valuemystuff.com](http://valuemystuff.com)) says, 'If you treat art like stocks and shares you won't develop a true feel for the material.' Instead apply the criteria set out by Juan Cruz, dean of fine art at the Royal College of Art ([rca.ac.uk](http://rca.ac.uk)): 'Ask yourself does it resonate with you; does it have meaning; is it something you will enjoy living with and sharing with people; will it enrich your life and make you feel happier?' >