

NEW YORK

The Power of Suggestion

Carter Cleveland, a 24-year-old computer-science engineer from Princeton University, and **Sebastian Cwilich**, a former Christie's executive, have launched **Art.sy**, a Web site designed to expose both veteran and newbie collectors to a wider range of art than they might discover while browsing galleries. To do so, it employs data developed by the **Art Genome Project**, which studies how original artworks are related to one another. Like **Pandora**, the groundbreaking radio-like music site whose CEO, **Joe Kennedy**, is one of Art.sy's advisers—along with dealer **Larry Gagosian**,

Haunch of Venison director **Barry White**, Russian heiress and arts patron **Dasha Zhukova**, **Wendi Murdoch**, **Google** CEO **Eric Schmidt**, and **Twitter** creator **Jack Dorsey**—Art.sy makes suggestions to its users based on their established tastes. But it also provides context for each recommendation. And, of course, it gives gallery information so that the work can be viewed in person—and the deal done. **Pace Gallery**, **Haunch of Venison**, and **Gagosian Gallery** have already signed on.

—JAMES CHAD HANNA



Larry Gagosian and Dasha Zhukova

NEW YORK

A Bigger Pond

Aileen Agopian leaves **Phillips de Pury & Company** next month to join **Sotheby's New York**, where she will serve as an international specialist in contemporary art. Agopian has spent the past 10 years at Phillips, in New York, as director of contemporary

art and as senior auctioneer. Before that she was sales director for four years at **White Cube Gallery**, in London, where she focused on American collectors. Agopian left **White Cube** in 2000 to help start the contemporary art department at Phillips. —so



Aileen Agopian

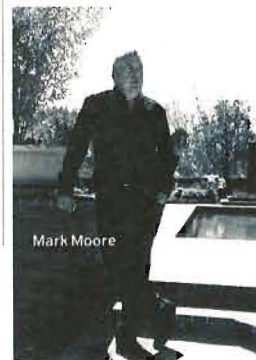
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LOS ANGELES

A Historic Relocation

Last summer the reeling real-estate market provided the 25-year-old **Mark Moore Gallery** with the opportunity to buy a 1920s building in Culver City, so it is decamping from the location it has rented in Santa Monica's **Bergamot Station** art district for 12 years. **Moore** plans to open the new space on January 8. Owing it will "offer more security to our business and our artists," says director

Catlin Moore, Mark's daughter. Architect **Peter Zellner** was hired to renovate the 3,200-square-foot gallery. —so



Mark Moore



A rendering of Frey Norris Gallery

SAN FRANCISCO

Western Expansion

The move across town of San Francisco's **Frey Norris Gallery** doubles its space and promises a major boost to its visibility. After seven years at 456 Geary Street, **Wendi Norris** and **Raman Frey** on February 19 inaugurate their 5,100-square-foot gallery, designed by Bay Area architectural firm **Gensler & Associates**. At 161 Jessie Street, in the Yerba Buena arts district, it is close to the **San Francisco Museum of Modern Art**. The pair show international as well as California artists and plan to

announce new additions to their roster in the coming months. "We aim to operate one of the top international galleries in the art world and do that from San Francisco, which may sound like an oxymoron," says Norris. "We are sticking close to our roots but taking a big property in a prominent location."

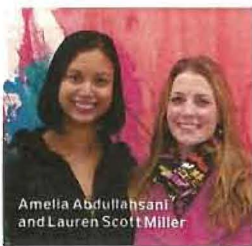
The gallery opens with a show of contemporary artists, including **Rina Banerjee** and **Sherin Guirguis**, as well as such modern masters as **Leonora Carrington** and **Max Ernst**. —SARAH DOUGLAS

NEW YORK

Downtown Salon

In yet another sign that New York's Lower East Side is a magnet for enterprising dealers, a new gallery, **Lu Magnus**, popped up at 55 Hester Street in early November. Founded by **Amelia Abdullahsani**, who has spent the past four years as director of New York's **Stellan Holm Gallery**,

and **Lauren Scott Miller**, a former fashion designer who was manager of special projects at New York's **Luhring Augustine**, the "art lab," as they are calling it, so far represents artists **Jay Battle**, **Fawad Khan**, and **Agathe de Bailliencourt** and plans to host evening events aimed at bringing in new collectors. According to Miller, the program will be inspired by the salons that once existed in Paris. "We want to create not just an exhibition space but a place where the creative community can come together and exchange and discuss ideas," she says. —SD



Amelia Abdullahsani and Lauren Scott Miller

CLOCKWISE FROM TOP LEFT: GENSLER AND FREY NORRIS; SAN FRANCISCO; PATRICK McMULLAN, PHILLIPS DE PURY & COMPANY; RANDYLL WENDL; LU MAGNUS; NEW YORK