The NewYork Times, Collectors Show Their Chinese Prizes, text/ Barbara Pollack, Dec. 11, 2013

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Collectors Show Their Chinese Prizes

By BARBARA POLLACK

When the prodigious Miami collectors Don and Mera Rubell first visited China, in 2001, they found the artists they met fascinating, but they were frankly unimpressed by the art itself. "It was our most intense trip with the least amount of art," Mr. Rubell said. "Many of the artists seemed to be making work for export."

Seven years later, the pair returned to a new landscape: a vibrant art world filled with men and women making work that was relevant to social issues in China today and mostly free of the clichés that had characterized contemporary Chinese art in the past. What they saw inspired the Rubells to spend the next five years seeking out artists and gallerists in Beijing, Shanghai and far-flung Chinese cities. And during this year's Art Basel Miami Beach, the Rubells, who are best known for supporting the works of young American artists, unveiled "28 Chinese," a new exhibition at their museum in Miami that displays for the first time their acquisitions from six trips to China; it runs through Aug. 1.

Ms. Rubell, 70, equates finding artists like He Xiangyu, who paints with boiled-down Coca-Cola, and Chen Wei, who photographs surrealistic scenes in his studio, to first encountering the Aaron Curry and Thomas

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Houseago, California artists who are now hot. Mr. Rubell, 73, a reare now hot. Mr. Rubell, 74, a nu-timed gynerologist who now di-vision most of his time to his bou-tique hotel bestiment, said that af-ter visiting Mr. Bel's and Mr. Chen's studies and those of doc-ons of other arists, "we realized we were seeing something differ-ent that blew as away."

The exhibition at the 45,000-spanre-foot Rubell Family Collec-tion and Contemporary Arts

The exhibition at the 43,000 square foot Rubell Family Collection and Contemporary Arts Foundation, in the Wynwood Art District of Milams, features the work of 28 Chimese artists, each region as sparate gallery. These is "Too of Tex," by Al Welwei, a buge cobe of expensive Pu'er rea that resembles a Chimese Donald Judd, and "Diary, by Zhang Ruan, a careras based on a Cultural Revolution-era photo of a man in a Mao suit hodding a hook.

But, for the most part, the well-departs from "Isade is Chimese departs for a structural departs of the specially defined in the West, but was strailly the ringulation of the West, but was strailly the ringulation of the West, but was strailly the ringulation of the west de

"The Rubell collection is not an illustrated history of the awart-garde, on the one hand, nor a speculative portfolio, on the other," and Richard Vine, the author of the book "New China New Art" (Prentel, 2011). "It seems like a personal response, much mure than I expected." He addod: "I suspect the lessar-known people they've placked from obscurity will benefit. But I don't think they are operating like *The Rubell collection is not an

some other collectors, who bought bossehold names, pro-moted them and then sold them for a pedit."

The Robellt began collecting in

The Rubells began collecting in the 1860s, as the story, now la-mous, goes, on a bodget of \$25 per week — "25 percent of our in-cense." Ms. Rubell said during a recent trip to Manhattan for con-temporary auction week. Their finds have grown into a collection of more thus 5,000 works. Studio visits are the heart of the Rubells' mode of discovering new takes; they have visited at least 100 art-liet in China over the last lew years. Among the first was Mr. Al, in 2001, before he was the dis-sident artist he wested become. "He was a bit inscenze about."

"I would say the single must shocker change in the Chinese art world is that the gallery system is now in effect," said Mr. Rubell, who argues that the new system has helped to legitimize customporary Chinese art.

The Robells could be brusque when the art did not appeal to them. "When they didn't like the work, they would make excuses for running out — but when they liked the artist, they would sit down and have long discussions,"



Mera and Don Rubell at their museum in Miami. Behind them in "Liberation No. 1," by Liu Wei, part of a new exhibition, "28 Chinese," that shows the fruits of their art-buying trips to China.

One of the artists she storred them to was Zhu Jinshi, the oid-est of the show's artists but still unclincovered when the Robells neet hom; his signature style is to lattle paint on calligraphic compo-sitions.

"It was amazing," Ms. Rabell recalled: "We walked into his stu-dio, and there was 40 years of his-tory in there. We asked if there was more to see, and they took us into three more studios filled with pointings."

The couple's sor, Jason Rubell, The couple's see, Jason Rubell, 44, a co-convex of the family basiness, Rubell Hotels, accompanied his parents on several trips and collaborated on the purchases. "People tend to visualize Chinese art as Warhai-espan, brightly colored figurative stuff, but we found work that is quite cureoplass," be said. "The politics that

has been framing the Chinese act scene is there, but in a nighto-ticated way that is a little more subversive."

subversive."

Certain artists in the collection, the Li Songtong, who in represented by Pace, and Zhang Enli, represented by Hauser & Werth, have said for more than \$700,000 at auction in China. The Rubells, who drive hard borgains with dealers by buying an or eight places by an artist at a time, say they sarely spend over six figures for any Chinese work. And while their endoesement is expected to for any Chieses work. And while their endorsement is expected to raise prices in this ruiling market, they say they are not atming to sell the work and be beneficiaries of those mereases.

"In 59 years of collecting, we've put together ever \$300 pieces and we've sold force the 20," bon their listed.

Reaching a consessue was the work to year of collecting. The sell of the work they are living a market. The sell of the work they are living a market. The sell of the work they are living a market. The sell of the work they are living a market. The sell of the work they are living to the way they've because sentings of the sell of the work they are senting the sell of the work they are senting the work and the work they are living to the work and the work they are living to the work and the work they are living to the work and the wore work and the work and the work and the work and the work and th

three Rubella. "Abstraction was a nite difficult at the heginning." Mr. Nuttell unit, yet they fenally all agreed that geometric abstraction was an important trend. The "28 Chinese" show at the museum licendes eight instract painters' work, ranging from the collection, beach quitteen. pointers' work, ranging from the calligraphs brook pointings of Lin Zhonghoi is the optical illustone of Wang Gaingle. Several young artists whom the Rubells admined were abrendy out of their price range. like Jim Xun, who is featured in the Tink Art' exhibition, which opens Wednesday at the Micropolitian Missium of Art.