

FINANCIAL TIMES

Pride and caution for first-time galleries at Art Basel Miami Beach

Admission to the fair offers significant recognition and selling opportunities as business costs grow



'Sky Boots' (1965) by Geoffrey Hendricks at Klaus von Nichtssagend Gallery © Courtesy the artist/gallery

Klaus von Nichtssagend Gallery in New York, another newcomer in the Survey sector, takes part in three to four fairs annually, showing this year at Art Brussels and the Independent Art Fair in New York. "Where you may save on shipping, you pay for the size of your booth or accommodation for staff," says co-founder Sam Wilson. "We try to approach fairs strategically where we think we can expand our audience the most for particular artists." The gallery is showing works by the late Fluxus artist Geoffrey Hendricks (\$40,000-\$150,000).