

URBAN MECCA

BEHIND CLOSED DOORS OF SCOTT WHITE CONTEMPORARY ART

If you've never thought of San Diego as a cultural mecca, you're probably not alone. With its large military presence, San Diego has rarely been famous for its art scene, yet Scott White sees this changing. His gallery in Little Italy is making strides to bring some cultural flavor to our beloved city. Sitting in a very unique building on Kettner Boulevard amongst other members of the Kettner Art and Design District, Scott White Contemporary Art is creating a national presence in the local art scene. The gallery's director and owner, Scott White has been an art dealer for more than 20 years, hauling tons of experience on his back. He credits a childhood spent traveling with his mother, a private antique dealer, for passing on the bug for collecting. White believes San Diego has been ripe for a shift in thinking for some time and has many untapped creative resources that need to be brought to the forefront. Therefore, he is stepping in to bring culture from other cities to the art scene of San Diego. In hopes of developing a thriving art community, White would like to invoke the spirit of SoHo and Chelsea here in San Diego by featuring works from outside our perspective.

"I'm excited about the things we are bringing to the community of San Diego that people wouldn't normally see unless they went to New York, Paris or London," White says.

SCOTT WHITE
CONTEMPORARY ART



Exhibiting internationally recognized as well as emerging artists, this unique gallery dons an impressive array of A-listers in the art world such as Christo & Jeanne-Claude, Willem de Kooning and Ross Bleckner. The pieces in the gallery range in price from under \$1,000 for a piece created by an emerging artist to up to \$6 million for a piece from a world-renowned artist.

Perhaps the most interesting thing about the gallery is White's dedication to finding and cultivating new artists. "I want to be in tune with our time and that means being committed to showing emerging artists," White says. This art aficionado believes in featuring up-and-coming artists, even if their artwork is not bringing in revenue, simply because he believes the public will eventually catch on to their genius. Although he is not an artist himself, White admits, "I think my artistic talent lies in my ability to represent artists who need to have a professional voice behind them, to help them develop creatively, give them the freedom to do so and help them find the financial wherewithal to continue."

Selective when it comes to his featured artwork, White says he exhibits what he likes, whether it is the masterpiece of a well-known or unknown artist. With 10 artists a day seeking representation from the gallery, White must continually look for raw talent and exceptional originality. "It's about [evaluating] on how many levels this work stimulates me — intellectually, visually, subliminally," says White. "There are so many aspects that I like to see in artwork."

White also advises art collectors on how to develop a collection that illustrates depth, breadth and importance based on their interests. Dealing with collectors who are spending \$10 million to \$20 million a year on art, White makes it his responsibility to help them achieve their ideal personal museum. The publishing superpower Conde Nast, which sits behind Vogue, *GQ* and *The New Yorker*, is one of his major clients. Of course, not all his clientele are experienced buyers. Some of them are simply successful business people who may have had an interest in art in college and now have the money to begin their collections. With his guidance and exceptional knowledge, White is able to educate buyers so that they can be confident in their purchases.

The next exhibit, running from April 22 through July 8, will feature bluechip art for the serious art collector and includes pieces from artists such as George Rickey, Alberto Giacometti and Christo & Jeanne-Claude.

Scott White Contemporary Art is a rare find in a city known more for its military installations than its art installations, but we hope that it can help start a trend by splashing some color on the canvas that is San Diego.

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