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PROPERTY



Turn your home into a gallery – minus the price tag

Some high-end homes are
being sold with the help of art,
says *Andrea Marechal Watson*

Have you ever browsed a gallery wishing you could take it all home? Don't give up hope. A curator at a top London museum has suggested that works in storage should be lent to private homes rather than hidden away in a basement. Collector Florian Wupperfeld, founder of Leading Cultural Destinations, says the idea has merit. "It might be a good way to look after works, as storage can be very costly," he says. The tradition of lending an art collection to a museum could soon be turned on its head. Galleries faced with astronomical rents in the co-works of Mayfair and Islington find themselves ever more stretched for space, especially as the art itself is getting bigger. One dealer's rent demand went from 475,000 to 230,000 last year, according to gallery owner John Martin. Several galleries have solved the problem by "outsourcing" works to developers, lending them art to dress properties while expanding their exhibition space at no cost. These free outdoor spaces may be conversions of Georgian homes, new luxury developments on the

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