

# THE QUEEN OF ART



*“The Devil”  
by Ali Banisadr*

*Meet Wendy Goldsmith, a New York native living in London  
who’s made the art world her home — quite literally.*

*By Tina Borgatta | Photography by Iona Wolff & Mark Newton*





*"Space Venus"  
by Salvador Dalí*

For native New Yorker Wendy Goldsmith, growing up the daughter of an art dealer meant the showrooms of Christie's and Sotheby's served as a kind of playground. She frequently tagged along with her father to auction viewings and became intensely enamored by the creative works surrounding her: "I just remember thinking how elegant everything was then."

So it seems a bit like a kiss of kismet that she would go on to study art history at Boston University, land an internship at Christie's in London when she was 19, then become its youngest director and auctioneer, and later take the post of the company's International Department Head for 19th Century European Art.

"It was the best experience in the world," she says of her time at Christie's. "You worked harder than you could possibly imagine, but you were never bored. ... One of my greatest pleasures was traveling even further than Europe, all over the world, seeing how people lived with their art. Incredibly, until then, I had never been farther west in America than Pennsylvania. And the opportunities for discovery were abundant."

Today, with some three decades of professional experience behind her, Goldsmith ranks among the world's leading art advisors, running her eponymous London-based firm Goldsmith Art Advisory from her home in the upscale Mayfair district amid her own enviable collection of Modern and Contemporary works. And the lengths she recently went to create a space to display it all—or at least what's not on loan at any given time—is a masterpiece in itself.



*Beaded figures  
sourced by designer  
Hubert Zandberg  
in his native  
South Africa*

She returned to London about 15 years ago, after a three-year secondment to Christie's New York office, and hired architect Guy Stansfeld to redesign what was then a four-bedroom apartment, taking out walls to allow for an open floor plan with a loft. But the most significant redesign came at the start of the pandemic, when working from home became the norm. She teamed up with noted interior designer Hubert Zandberg, a serious art collector in his own right, to turn a large portion of the apartment into a luxe yet comfortable salon that invites clients to explore and take in all that it holds. She uses her living room as a place where clients looking to expand their own collections can get a feel for what it's like to live with art, view works available for purchase from galleries or other collectors, and preview auctions and art fairs in a more comfortable setting, outside of the traditional white cube.

Goldsmith's connections in the art world run deep. During her time at Christie's, she journeyed frequently to Europe, Asia and the Middle East, sourcing works for auctions and, in the process, helping to establish its powerhouse reputation among dealers of 19th Century European Art. She went on to become Christie's International Head, and is credited for a number of world-record sales at auctions.

Naturally, she's fostered solid relationships with dealers, collectors and museums around the globe. And she's learned a lot along the way. Among the most important lessons:

"You can't see enough art. You have to know what's bad before you can know what's good, and you can't do that without the proper guidance." That guidance also plays a critical role when it comes to buying and selling. "Advisors work decades building relationships and have a lot more pull and play in negotiations."

*"Homage to Newton"  
by Salvador Dalí*



*She teamed up with noted interior designer Hubert Zandberg, a serious art collector in his own right, to turn a large portion of her apartment into a luxe yet comfortable salon that invites clients to explore and take in all that it holds.*



*“Les Femmes du Maroc: Harem Beauty #1”  
by Lalla Essaydi*



*“One of my greatest pleasures was traveling... all over  
the world, seeing how people lived with their art.”*

—WENDY GOLDSMITH



*"The Persistence of Memory"*  
by Salvador Dalí

Her own Goldsmith Art Advisory (goldsmithartadvisory.com) focuses primarily on Impressionist, Modern and Contemporary art, in addition to offering keen insights on Contemporary art from the Middle East, India and China.

If there's any doubt of her professional acumen, a peek at her own private collection puts that to rest. To call it "envious" is actually a massive understatement when you consider the artists, mediums

and genres comprising it: sculptures by Salvador Dalí, a one-of-a-kind hand-blown vase by Maarten Vrolijk, photography by Francesca Woodman—the list is long and illustrious. Just look at the images paired with this article, and you see the spectacular volume and breadth. And then there's that large, luscious portrait by Ling Jian that dominates a living room wall. "I bought that about 10 years ago from a gallery tucked behind Christie's. I think I was captivated by it because every time you look at it, you see something new, which is the sign of a great work. It's technically brilliant." What you don't see? The works she's loaned to museums for special exhibitions. One piece titled *The Devil* by Iranian artist Ali Banisadr, for example, is currently on display in Machiavelli's office at the Palazzo Vecchio in Florence, Italy.

So what's it like living and working in a space that's filled with so many wonderfully eclectic creations? "It's life-enhancing," Goldsmith notes. "Art is like a drug, and you will always need your fix."

*Untitled, New York,*  
by Francesca Woodman

