



NEWS

## What does an art advisor do? Rebecca Ryba and her nose for young art talents

The art consultant helps collectors navigate the fast-paced world of contemporary art

BY RICCARDO FREDDO

August 25, 2023

## Rebecca Ryba is an art advisor, and this means that thanks to her great knowledge of the art world, she scouts new talents and puts them in contact with increasingly curious collectors

In New York's dynamic art scene, where aficionados continually seek to discover the next rising stars, the role of the art advisor is becoming ever more crucial. **Rebecca Ryba**, a young and passionate art consultant, manages to identify and promote emerging and non-emerging artists who are perfectly suited to the taste and needs of contemporary collectors.

It was no coincidence that Rebecca founded **Ryba Art Advisory (RAA)** in 2020, with offices in Sydney and headquarters in New York. With an innate eye for talent and a deep understanding of the art market, Rebecca has played a vital role in **shaping the future of young artists** and elevating the preferences of her collectors. As an art advisor Rebecca Ryba acts as a bridge between artists and buyers, curating an ongoing and meaningful connection between the two worlds. Her primary responsibility is to understand the **unique artistic sensibilities and preferences of her clients**, ranging from experts to new enthusiasts, and then match them with the perfect artwork or artist.

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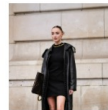


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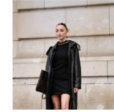




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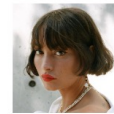
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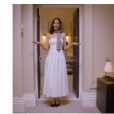
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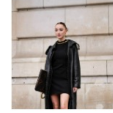
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Eli Ping Photo: Mark Waldhauser. Courtesy of RAA (Ryba Art Advisory)

**New York**, moreover, is known for being one of the most influential cities in the art world, as Rebecca confirms: «It is undeniable that this city radiates a strong artistic essence. Just outside my window is the former studio of Cy Twombly and opposite the residence of Jean-Michel Basquiat on Great Jones Street. Also, I walk past Mark Rothko's old studio every day. **Here you perceive art in every breath** ». As Rebecca explains to us, investing in building solid relationships with your clients is essential for understanding their individual tastes, interests and aspirations: «The distinctive character of an art collection lies in its ability to express the collector's **identity**. Collecting art is an intensely personal activity, as our attraction to the works always mirrors our innermost personal aesthetic and passion».

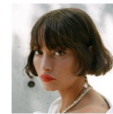
One of Rebecca Ryba's greatest strengths lies in her ability to spot **emerging young artists with great potential**. In fact, you affirm that the most important element to be a successful art advisor is research: «I want to see as much art as possible. The more I see, the more I learn, the better my eye gets,» she tells us. Instead of focusing exclusively on established names, Rebecca dares to explore the **uncharted territories** of the art world, in search of new voices and new artistic expressions.



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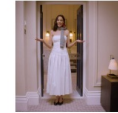


By attending schools and emerging galleries, Rebecca manages to discover talent **at the peak of their breakthrough**, and explains: «The selection of artists and works of art involves a meticulous three-pronged approach that balances conceptual and visual qualities, historical relevance and strategic positioning. When choosing artists, I prioritize intrinsic concept and visual appeal. Equally important is their historical relevance, since art acts as a mirror that reflects social contexts and dialogues with the history of art». But there's more: «The third point is the **strategic positioning**; in fact, it is necessary to consider from where and from whom the works of art are acquired. This is essential to safeguard the interests of collectors».



the effortless chic combo for fall 2023

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THE ARMORY SHOW

The advertisement features a dark red background with white and red text. On the right side, there is a vertical strip of colorful abstract art with yellow, orange, and purple tones.



THE ARMORY SHOW  
NEW YORK'S ART FAIR  
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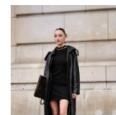
The advertisement has a dark red background with white and red text. At the bottom, there is a red abstract shape that resembles a stylized wave or a modern architectural element.



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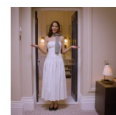
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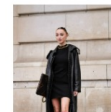
Rebecca says that she considers one of her greatest achievements to have **collaborated with numerous institutions** : «I am proud of all the museum donations that I have facilitated: I have collaborated with the Whitney Museum in New York, the LACMA in Los Angeles and the Buffalo AKG Art museum. However, a great success for me has also been introducing major international artists to the Art Gallery of New South Wales in my **hometown of Sydney** . I feel that promoting a cultural exchange that transcends borders is a very meaningful job for me».

In the complicated world of contemporary art, collectors often look for investment opportunities and at the same time want **to indulge their aesthetic desires** . Rebecca Ryba expertly navigates this delicate balance, advising her clients on acquiring artworks that are not only visually appealing but also have the potential for long-term value appreciation. By featuring **artists with unique visions and promising futures** , she empowers her clients to participate in the growth and success of the art they love. Among the artists recently reported by Rebecca are **Eli Ping, Willa Wasserman, Rindon Johnson, Emma McIntyre, Daichi Takagi and Yu Nishimura** .

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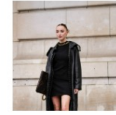




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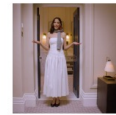
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Willa Wasserman Courtesy of RAA (Ryba Art Advisory)

As an **advocate for inclusion and diversity** in the art world, Rebecca actively seeks out artists from diverse backgrounds, ensuring that her clients' collections encompass a broad range of perspectives. By promoting diversity in her artistic recommendations, she contributes to the evolution of the contemporary art narrative while promoting a more inclusive and equitable art market. In this way this young art advisor from New York has become a pioneer in the art world, **reshaping its traditional roles**. Respect for her and knowledge of great established artists, **invaluable force** in the frenetic world of contemporary art.



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