

LORA REYNOLDS

Owner of Lora Reynolds Gallery in Austin, Texas, which focuses on contemporary artists in all media

How is your gallery a reflection of Austin?

I like to think my gallery transcends locale. I got my start working in London and New York, with the Anthony d'Offay and Matthew Marks galleries, both of which focus on international contemporary art. So when I opened my gallery five years ago, I used my connections to bring artists to Austin that might not otherwise be shown.

What made you decide to get into the art business?

I took art history as an undergraduate at the University of Texas. My boyfriend's mother—now my mother-in-law—got me involved in the young collectors group at The Menil Collection in Houston. I saw Donald Judd's work in Marfa, Texas, and Philip Johnson's Glass House in Connecticut. That was the first time I realized there was a great art community you could not only participate in but also work in.

Why contemporary art?

The greatest joy in having the gallery is working with artists and helping put together the exhibitions. By definition, contemporary is "living artists." I love how they can open your eyes and help you see things differently.

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—Lora Reynolds

What's hot in the collecting world now?

I don't think about what's hot or what people are looking for. I try to be timeless. I do the shows I'd like to see myself, the things I respond to intrinsically. As a collector, I want to look at a piece of art in 15 years and think, "This could've been made anytime."

What's your impression of the fair?

It's a fantastic mix of established collectors and

new ones just starting out. No matter how much I know about Dallas collectors and how fantastically daring and passionate they are, they still always surprise me. I love the way the established collectors open their homes to younger ones. They show you what it is to live with contemporary art.

Lora Reynolds Gallery, 512/215-4965, www.lorareynolds.com.

