

Features: Asian Art Options Consultant – Audrey Phng
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How do you make a billion-dollar corporation look like one? As managing director of Asian Art Options, **Audrey Phng, 34**, makes sure the art you see in big corporate offices sets the right vibe.

How many artists are you chummy with?

We have over 350 artists from around the region in our stable. We go to a lot of graduation shows, exhibitions and galleries, and we also get referrals within the art circle. Good art consultants know their artists well. When a client briefs us on the kind of art they want, the perfect artist just clicks in our mind.

What do you love about your job?

When the client is 110 per cent happy with the end results, and understands and appreciates what we are trying to achieve through an acquisition. Knowing that I can make a difference to an artist's progress and career in providing them the platform to showcase their art in important collections makes me happy.

How do you connect a client to the right artist?

It's crucial to get a clear and precise brief from a client, and ascertain their sense of aesthetics and preferences. Definitions of "contemporary" differ, so it's important to ensure that all are on the same page. I often show clients visuals to "test" them out first.

How many art pieces do you have stashed away?

I've just completed a new home that's customised for my 150 pieces of contemporary art. There's a gallery and an art storage room – which leaves my husband and I with only one bedroom. It's totally impractical but we love it.

What projects are you currently working on?

Little Cream Book: Inspiration, a personal project in collaboration with Wanlilu Play, a bespoke luxury travel concierge service. This compilation of what 26 international artists find inspiring at various travel destinations will be published next year.

What's it like to have an important CEO type hang on to your advice?

It makes me feel like a million bucks. I feel the hard work is all worthwhile when I see people interacting or talking about an art piece I recommended. It puts a huge smile on my face. **HW**

How to invest in your first piece of art?

"Do the research," says Audrey. "Buy from a gallery with a track record of developing its artists. Understand the full spectrum of an artist's work, and select their 'stronger' pieces. Like the rest of us, artists have good and bad days. The condition of the piece also impacts its market value significantly."



TEXT GLADYS CHUNG PHOTOGRAPHY IVANHO HARLIM ART DIRECTION & STYLING ALICE CHUA & NORASHIKIN OTHMAN DRESS FELT ACCESSORIES ANDREE WESCHLER/BAYLENE REDSCAPE CERAMIC INSTALLATION JASON LIM/ASCENDAS SINGAPORE HEADQUARTERS