

THE ART GIRLS

Art Basel Miami Beach, the event that kicks off the art world's seasonal social whirl, is just around the corner. Do you know who the players are? *Rachel Wolff* surveys the ranks for the key curators, gallerists, and patrons you need to know before you plunge into this scene.

Category I

THE POWER PLAYERS

THE GIRLS-ABOUT-TOWN

SPECIES OVERVIEW The art-world jet set—the collectors, patronesses, and dealers who manage to pop up just about everywhere. Always impeccably dressed; never miss a good party.

THE KEY PLAYERS

• **Maria Baibakova** || MOSCOW/NYC The twenty-five-year-old Russian art historian and heiress (father is oligarch and art collector Oleg Baibakov) founded Baibakov Art Projects in an old Moscow chocolate factory in 2008. She's not in it for the money, though: Baibakova maintains that her strictly nonprofit endeavor is a labor of love. The fresh-faced beauty is also making waves in the West by supporting her countrymen—Baibakova was the lead sponsor of the major Kandinsky retrospective at the Guggenheim last year.

• **Yvonne Force Villareal** || NYC Along with similarly well-heeled colleague Doreen Remen, Force Villareal, the founder of New York art nonprofit the Art Production Fund (which has brought art to both public spaces and the walls of *Gossip Girl*), makes the scene at just about every New York opening and event.

Husband is new-media artist Leo Villareal; wardrobe is eccentric (think lots of maxidresses and rompers) but enviable.

• **Jeanne Greenberg Rohatyn** || NYC Thanks to Bravo's *Work of Art: The Next Great Artist*, the New York art dealer-cum-reality-TV judge is more or less a household name. And lately Greenberg Rohatyn (who started gallery Salon 94 on the parlor level of her Upper East Side town house and represents such talent as sculptor Huma Bhabha and photographer Katy Grannan) has become just as known for her polished but edgy style as she is for her discerning eye. Favors lots of Chloé, Rick Owens, and Lanvin.

• **Amy Phelan** || NYC The art world doesn't count many former Dallas Cowboys Cheerleaders among its members. But the blonde bombshell has become a serious collector, a Guggenheim board member, and the driving force behind art in Aspen, where she and husband John have a home. Muse to artist Marilyn Minter.

• **Dasha Zhukova** || MOSCOW/LONDON/L.A. The girlfriend of Russian billionaire and megacollector Roman Abramovich is

determined to be more than just a pretty face. In 2008 she opened the Garage Center for Contemporary Culture in Moscow, where she mounted the city's first-ever Mark Rothko exhibition. Also serves as the editor in chief of *Pop* magazine. Always front row at fashion weeks; perpetually flanked by the likes of Larry Gagosian, Stella McCartney, and Jeff Koons.

SIGHTINGS On the art-gala circuit; in the first-class lounge at the airport; poolside at the Raleigh hotel during Art Basel Miami Beach. "Some of them party with the artists all night long," says Rachel Greene, cofounder of New York-based Art & Advisory. "That's part of Peggy Guggenheim's legacy, in a way—to really live the life and have it be a twenty-four-hour thing."

PLUMAGE Anything by Stella McCartney, Dolce & Gabbana, or Missoni.

FEARS Losing relevance; not being taken seriously; showing up to MoMA's annual garden party in the same dress as someone else.

FLOCK WITH Celebrities, models, art dealers, blue-chip artists.

THE MUSEUM GIRLS

SPECIES OVERVIEW Bold and brilliant, they've risen through the ranks by reinventing the country's best regional institutions.

THE KEY PLAYERS

► **Thelma Golden** || NYC

The director of the Studio Museum in Harlem has launched the careers of scores of artists of African descent. Her wardrobe is equally impressive: Golden is married to British designer Duro Olowu.

► **Madeleine Grynsztejn** || CHICAGO

The cerebral new director of the Museum of Contemporary Art Chicago has already raised the museum's profile with buzzy shows. Good friends with Danish conceptual artist Olafur Eliasson.

► **Ann Philbin** || L.A.

After more than ten years at the helm, Philbin has transformed UCLA's Hammer Museum from an obscure off-campus destination to the visionary museum that it is today. Related to that other famous Philbin: Regis.

► **Lisa Phillips** || NYC

The longtime director of the New Museum oversaw the institution's big move to its shiny new building on the Bowery.

SIGHTINGS Museum galas, exhibition openings, and the next great art destinations. As one London curator notes, "You see everyone at Venice [for the Biennale], but these women are also making the rounds at some of the more obscure biennales"—Istanbul, Gwangju, and Athens among them. "It's about being a step ahead," adds Robin Cembalest, executive editor of *ARTnews*, "and figuring out the next big region of interest."

PLUMAGE Strictly minimalist. Issey Miyake is a favorite, as are Theory, Jil Sander, and Calvin Klein.

FEARS Feisty board members; low attendance. "The numbers have to be up there in order to keep your corporate sponsors," the curator says. "They need to know they're investing in something that will be seen."

ILLUSTRATIONS BY HOPE GANGLOFF



YVONNE FORCE VILLAREAL
Cofounder, Art Production Fund, NYC.



DASHA ZHUKOVA
Founder, Garage Center for Contemporary Culture, Moscow; editor, *Pop* magazine.



JEANNE GREENBERG ROHATYN
Founder, Salon 94, NYC.

THE POWER PLAYERS
The ultimate girls-about-town



MARIA BAIBAKOVA
Founder, Baibakov Art Projects, Moscow.



AMY PHELAN
Collector and Guggenheim board member, NYC.