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# On The Clock: Art canvasser

By: Laura Bianchi

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Photo: Erik Unger

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**Patti Gilford**, 52, owner, Patti Gilford Fine Art, Chicago

**Duties:** Develop art collections for corporations and private residences, at \$2,500 to \$35,000 per work. "I think of myself as a visual psychologist. I listen to a person's wants and needs, which are abstract, and find concrete images that respond to those ideas."

**Budgets:** "Companies are not spending tremendous amounts of money like in the '80s, or buying big-name artists. But there continues to be a strong interest in acquiring fine art, especially by artists who are early in their careers."

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**Corporate collectors:** Corporations skip art featuring the human form "because it becomes very personalized. They try to buy work that has a broader appeal. We run into clients who aren't educated in art . . . but they are open to learning."

**Art pairing:** For a Chicago financial firm founded in the 1920s, "I visually charted their history and developed an eclectic collection of period pieces, original artifacts and contemporary photography."

**Big find:** A plaster model by Chicago artist John Storrs used to create the 33-foot-tall statue of Ceres on top of the Chicago Board of Trade. "It is a rare early cast, with only two in existence. I bought it this year for a law firm."