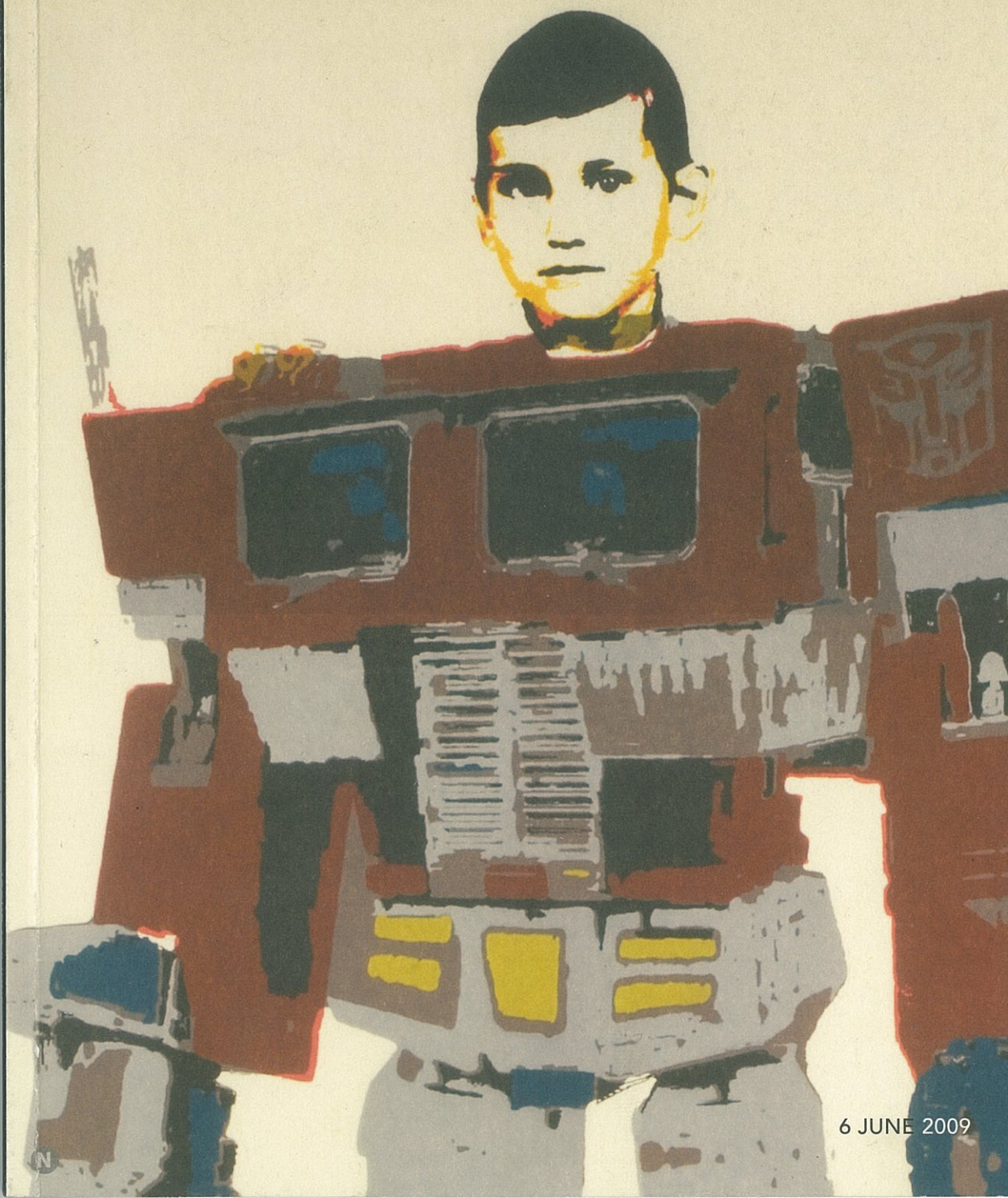


# McGRATH

THE WEEKLY MAGAZINE



6 JUNE 2009



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## 04 Café/recipe

Buraneer Bakery and Deli, Cronulla  
Seared lamb with buttery  
steamed asparagus



## 06 Property of the week

Showcasing a sleek contemporary fusion of creative design, stylish finishes and effortless in/outdoor living, this designer residence is a sophisticated urban haven.

## 104 auctions and open for inspections

Suburb	Bed	Bath	Car	Weekend	Guide
<b>Albion</b>					
33/432 Railway Parade	3	2	1	Sat 1:00PM	Over \$45
<b>Annandale</b>					
31 Reserve Street	2	1	0	Sat 11:45AM	Over \$70
<b>Arncliffe</b>					
11/101 Reserve Street	2	1	1	Sat 1:00AM	On request
<b>Avalon</b>					
28 Ruskin Row	4	2	1	Sat 2:15PM	Over \$1.1
<b>Avoca Beach</b>					
3/145 Avoca Drive	2	1	1	Sat 2:00PM	Over \$45
<b>Balgownie</b>					
4/157-159 Condamine Street	3	2	2	Sat 11:00AM	Over \$2.1
<b>Bangor</b>					
7 Ingleside Close	4	3	2	Sat 2:00PM	On request

\*Maximum SMS cost 55c.

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Cover image: Jane Fontane, 'This Was No Disguise' (detail), 2007.  
Screenprint 243 x 127 cm  
Annual Rental: \$660 inc GST.  
© the Artist. Fontane is represented by United Galleries, Sydney.



Above image: David Aspden, 'Untitled' (detail), 1970. Acrylic on canvas. 114 x 232.5 cm.  
Annual Rental: \$3,300 inc GST. © the Artist. Aspden is represented by Utopia Art, Sydney.

# For the love of art

**Contemporary art rental company Artbank is raising the profile of this country's emerging artists, while making it accessible to the masses.**

By Michelle Rafferty



GEOFFREY CASSIDY often has a quiet chuckle to himself as he opens the glossy real estate pages in the weekend newspapers. To the unassuming eye they are overflowing with glamorous shots of stylish houses. However, the walls and tables of these residences are often filled with vibrant, contemporary art works sourced, researched and hand picked from across the country by Geoffrey and his team.

The self-confessed art junkie heads operations at Artbank, a Federal Government initiative which supports emerging artists while at the same time raising their profile. When the business was started by the Fraser Government in 1980, it purchased works by then little known artists such as Brett Whiteley and John Brack. Those works have turned out to be a lucrative investment and are still available for rent to companies and private individuals keen to take out a 12 month lease to show them in their homes or offices.

"When choosing a piece for the collection there often exists a tension between what we know our clients will readily accept and what we consider the more interesting and challenging work," Geoffrey says. "But we consider it part of our brief to

challenge people's ideas of how they can interact with contemporary art"

After working at premier auction house Sotheby's, Geoffrey took up the position at Artbank more than two and a half years ago. The job demands he or his curatorial team make almost weekly trips to all corners of Australia to visit art galleries, emerging artists and universities and keep their finger on the pulse of the art scene.

"It can be an important milestone for an artist to be purchased for a national collection like Artbank," he says. At the moment Geoffrey has his eye on some interesting work coming out of Queensland, such as Cairns artist Daniel Wallwork, whose fascinating interpretation of the Transformers cartoon hangs on the Artbank walls, its robot like armour made entirely from car bumpers.

**"We consider it part of our brief to challenge people's ideas of how they can interact with contemporary art."**

**Geoffrey Cassidy**

"We might see something interesting by an artist at art school and know to keep an eye out for the work they do later on," Geoffrey says. Now self funding, Artbank has a sizeable collection of more than 9,000 pieces, including sculptures, with an additional 300 works added

each year. The average spend on a new work is \$3,500. "When you are buying up to 300 works a year that is nearly one per working day, so we are very busy," Geoffrey says.

All sections of the community have signed onto the concept. A lot of private individuals rent from the service as well as corporate empires, not to mention all levels of government. Offices like the Department of Foreign Affairs and Trade often display indigenous art, which makes up around 15 per cent of the Artbank collection, in their overseas missions.

Developers and real estate agents are another growing section of the business and the art has now become an important part of selling homes to house hunters flicking through the busy pages of the paper each Saturday. \*

Inset image (top left): Gambinya Thelma Burke, 'The Flying Boat that Brought Father Xmas to Mornington Island', 2005. Synthetic polymer paint on linen. 95 x 125.5 cm. Annual Rental: \$440 inc GST. © the Artist. Burke is represented by Alcaston Gallery & Mornington Arts & Crafts.

Full page image (right and below): Mira Gojak, 'Near Dark' (detail), 2008. Pen, gouache, watercolour. 150 x 100 cm. Annual Rental: \$1,100 inc GST. © the Artist. Gojak is represented by Murray White Room, Melbourne.



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