

Meet 5 Emerging Collectors Who Are Heralding in a New Era of the Art Market in Italy

From a former photography gallerist to the founder of an artists' residency program, these collectors all merit your attention.

Anna Sansom, October 11, 2021



Installation view, "Paul McCarthy," Hauser & Wirth at miart 2019. ©Paul McCarthy, courtesy the artist and Hauser & Wirth. Photo by Nicola Gnesi.

A new generation of Italian collectors is bringing an international dimension to the country's art scene. With an insatiable curiosity about art being created both in Italy and elsewhere, these collectors are actively supporting artists of their own nationality while taking an engaged interest in artists from other cultures.

Some come from cultural families and began collecting in their teens, having already received artworks as presents or through inheritance. Others gravitated towards art through passion, sometimes going against the grain of their family.

What is striking is how these collectors wear several hats—either by running an artists' residency, an art-and-architecture platform or a consultancy. Collecting is not a mere sideline activity but is inextricably linked to their daily occupations. Their commitment to collecting is all the more remarkable given how badly affected Italy was during the pandemic.

Lorenzo Perini-Natali



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Age: 31

What's in the Collection: Around 75 works of paintings, drawings and photography, with a focus on emerging Italian artists and works by international artists created since 2000. Artists include Peter Dreher, Dana Lok, Paul Kremer, Yngve Holen, Andrea Galvani, Andy Woll, Michael Kagan, Wolfgang Tillmans, Tony Lewis, Bertrand Lavier, David Ostrowski, Will Boone, Andrei Molodkin, Alice Ronchi, Margherita Moscardini, Linda Carrara, Francesco De Prezzo, William Kentridge, and Vincenzo Castella.

Distinguishing Factor: Perini-Natali's family founded an industrial group and this environmental background shaped his taste and the prevalence of blues, grays, and references to industrial objects in his collection. He started visiting artists' studios at the age of 24 and extensively researches the artists that interest him. "I really believe the collection has to be a mirror of the collector," he says.

Where He Shops: Clima Gallery (Milan), Massimo De Carlo (Milan/London/Hong Kong/Paris), David Zwirner, Galerie Neu (Berlin), Bill Brady Gallery (Kansas City), König Galerie (Berlin), Eduardo Secci (Florence/Milan), Galleria Massimo Minini (Brescia), Lia Rumma (Milan).

Fun Fact: After working for his family's company, Perini-Natali studied visual arts at NABA, Milan's New Academy of Fine Arts. He has a Masters degree in Contemporary Art Markets—his thesis was on art and industry—and did an internship at Sotheby's, Milan.

Social Media Profile: [@perini_natali](#)