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Neuendorf, Henri, “Five Dealers Tell Us How to Start an Art Gallery,” *Artnet.com*, July 29, 2016



Artist Shannon Ebner and gallerist Claudia Altman-Siegel. Photo: Institute of Contemporary Art, Miami via Facebook.

4. Claudia Altman Siegel, owner, Altman Siegel Gallery, San Francisco

I was the senior director at Luhring Augustine in New York for 10 years before I moved to San Francisco at the end of 2007, right before the recession. It was right when business was really thin in New York and I just wanted to live somewhere else. When I got to San Francisco, it seemed like the city had a really good museum with a really strong trustee base and really good artists lived there. But the gallery scene was very small compared to New York. It felt like there was a niche in San Francisco that needed filling.

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Coming from New York, I had a whole list of artists I was friends with that were my age, but too young to do anything at Luhring [Augustine]—Sara VanDerBeek, Matt Keegan, Shannon Ebner. I had a shortlist of people that I wanted work with if I could do my own thing, but I just couldn't do it working for someone else.

I decided to open the gallery, and then the recession hit and the bottom fell off of everything. But in a way it worked out perfectly because I had money from working in New York at the height of the market, and nobody expects to make a lot of money in their first year in the gallery anyway. I was able to find a space and work with the artists I wanted to, and was able to try something new.