



**EMIEU**

**THE PROGRAMME**  
**DIRECTOR OF THIRD FLOOR HERMES ART SPACE BELIEVES THAT ART - BE IT IN A SHOW OR AT HOME - SHOULD ALWAYS CAPTURE YOUR HEART**



**T O P**  
 Shows that Emie Tyler  
 Wong, Director of  
 Third Floor Hermes  
 Art Space, believes  
 that art should  
 always capture the  
 heart of the viewer

The Fondation d'entreprise Hermes, which supports art entrepreneurs on a global scale, manages dedicated exhibition spaces within Hermes boutiques around the world.

One such boutique is Third Floor Hermes, where Emie organises twice-a-year shows and oversees the selection of artists for an engaging line-up of works. Artists she has shown include Joo Choon Lim from Singapore, Stanley Wong from Hong Kong and, most recently, Japanese artist Takio (featuring a notable installation piece).

Emie, who is also the director of the Singapore Tyler Print Institute, shares the process of putting together an art collection.

**How do you go about organising an exhibition?**

The whole objective of Third Floor Hermes is to work with artists from around the world. We provide a platform for artists to do a site-specific exhibition.

My choice of artists and projects for a show is based on my appreciation of the artist's work. It's a little like buying art - it has to be something that touches your heart. I work with artists and projects that provide me and move all my different senses.

I'm very excited to work with artists who have a very strong concept, and their works have to be intelligent, interesting and engaging.

I'm not focused on the finished product, but am more interested in the concept and the process, gravitate towards conceptual artists, but their output can be very varied, from video and sculptural installations to text and performance.

**What are some of your favourite works so far?**

I have a lot of art - unfortunately, most of them are in storage. But some of my favourites include works by Singaporean artists, such as the very first series of Heman Chong's book-cover paintings, and Ming Wong's first video work. (Both artists have been exhibited at Third Floor Hermes.)

**How is the art at home different from what you would show in a public space?**

Art at home is personal. Museums focus on educating and informing through their exhibitions. The shows and artworks target a specific demographic. Contemporary galleries often show works by artists they work with, which include the most recent creations. The gallery's aim is to place the works in private collections - that is, for the public to buy them.

**What kind of art should be shown at home?**

The art collection has to be a reflection of who you are or of the people living in that space.

You're essentially projecting an image of yourself and your family to people visiting your home.

**Collecting art can be intimidating for the novice. How does one begin?**

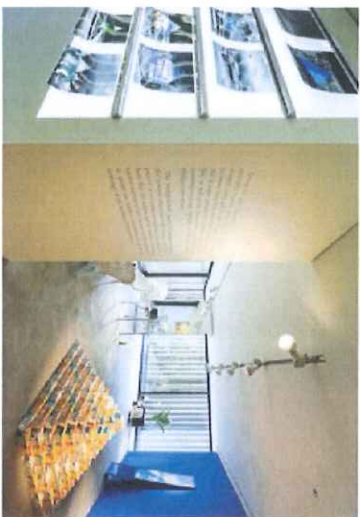
Novice collectors may not want to spend too much money on art they might regret. All collectors start with something more accessible, like prints. You can find prints of works by famous artists at affordable prices.

The more you know, the more choices you have. Even if you are not buying, go to art fairs, like the Affordable Art Fair in Singapore. It is very useful to see what is being offered in the market so you can compare. Go to museums and galleries, do internships and do your research.

When you live something, take your time and don't make hasty decisions. Write down the name of the artist you like, and go home to do some research. Galleries are happy for you to go back for another viewing. If you really like the work, then you should buy it.

My No. 1 advice is this: don't buy art thinking that you can make money out of it. You have to like it, and not think of it as a financial investment. ●

**VISIT THE THIRD FLOOR HERMES ART SPACE AT L111 TOWERS, SINGAPORE. TEL: +65-6738-9807.**



**A B O V E** - **E E T**  
 Terrestrial by Hong Kong artist Stanley Wong's 'Aerial' - altered 'object d'art'.  
**B E L O W**  
 Above: Some landscape installations on the main ground space.  
**T O P** - **R I G H T**  
 Japanese artist Takio features a notable installation piece.  
**A B O V E** - **R I G H T**  
 Hips Island from Singapore artist Joo Choon Lim's installation.