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Selling Off Art to Support a Better World

by Rebecca Schmid

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HAMBURG, Germany – The German art collector and curator Ingvild Goetz has spent over five decades scouting for talent. But she has also resisted the mainstream market and leveraged her collection to engage with social causes.

In 2013, she sold 128 works to increase funding for philanthropy. Among the artists featured in the approximately \$10 million auctions were Richard Prince and Christopher Wool, whose “Mad Cow” sold for over \$3 million.

While Ms. Goetz had already supported the needs of refugees and people with eating disorders, and underwritten schools in Africa and a temple in Nepal, the sale allowed her to intensify her programs. Her initiatives have included video courses for refugees and the online storyboard *ninette.berlin* about eating disorders, aimed at girls ages 11 to 15.

Also in 2013, Ms. Goetz donated her collection of video art to the state of Bavaria and made the collection as a whole, which includes almost 5,000 works, available on permanent loan to the Bavarian State Museums, the Haus der Kunst in Munich and the Neues Museum in Nuremberg. A partnership with the Haus der Kunst was already forged in 2011 to co-curate exhibits of video art, a medium that had not received significant attention in the Bavarian capital.

The Goetz Collection is celebrating its 25th anniversary this year with the three-part exhibit “Generations,” exploring female artists. The first installment, which includes the young painter Lucy Dodd and the 1960s pop artist Sister Mary Corita Kent, is on view through July 13 at Ms. Goetz’s museum in Munich. The building, designed by the Swiss architects Herzog & de Meuron, opened in 1993, before they did the Tate Modern in London and other blockbuster projects.



Lucy Dodd’s painting “Butterfly” (2017) is on display at Ms. Goetz’s museum in Munich. Courtesy the artist and Sprüth Magers, David Lewis Gallery, New York and Sammlung Goetz, München