

# Angeleno

## ARTS & POWER ISSUE THE NEW GUARD

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# CURATED DREAMS

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THE ADVISOR

## Sarah Jane Bruce

Sarah Jane Bruce has the ear—and the wallet—of some of the most important up-and-coming collectors in town. She got her start in N.Y. assisting art advisor Barbara Schwartz and working at contemporary gallery Cheim & Read before moving to L.A. in 2004 and going solo three years later. “I heard the art scene was starting to explode,” she says. “There is a pioneering spirit here that I felt was missing in New York.” Bruce first worked with individuals before taking on commercial projects developing art programs for hotels. Today, her specialty is working with private clients from a variety of backgrounds including finance, real estate and entertainment. For one of them, Bruce has spent the past two years amassing works by California artists from the '60s and '70s, such as Joe Goode and Larry Bell. Another

client, Andrew Franklin, says of Bruce: “Art is insular, and she makes it friendly and productive.”

◉ Sarah Jane Bruce  
of SJB Fine Art  
Services at home in  
West Hollywood