

POWER TO WATCH



ALEXANDER GILKES
& ADITYA JULKA



MAX LEVAI



WILLIAM NOORTMAN



PILAR ORDOVAS



MARTIN ROTH

ALIREZA SAMI AZAR

Iran has an unexpectedly vital art scene, with more galleries, publications, and art schools than any other Middle Eastern country, thanks in no small part to Azar. A consummate networker, he was the director of the Tehran Museum of Contemporary Art from 1998 to 2005 and more recently has been a consultant for Christie's, helping to bring to market the works of new Iranian talent as well as modern art from the country's forgotten collections.

PATRIC DIDIER CLAES

The son of a curator in the Democratic Republic of the Congo, Didier Claes moved his Central African-art gallery in the Sablon district of Brussels to more spacious quarters in 2009. This year the gallery devoted its booth at a local fair to a single artwork, a rare 18th-century Congolese fetish sculpture that sold within the first hour for \$1.4 million. Next up, Didier Claes will claim a coveted slot at Paris's Biennale des Antiquaires.

ALEXANDER GILKES & ADITYA JULKA

Gilkes, an LVMH and Phillips de Pury marketing veteran, and Harvard MBA Julka cofounded the online-sales site Paddle8, partnering with art adviser Hikari Yokoyama to line up galleries ranging from Gagolian to upstart Ohwow. Guest curators with cachet organize virtual exhibitions; one click and you can make an offer. This month the site serves as the exclusive Web platform for NADA Miami.

MAX LEVAI

The 23-year-old son of Marlborough gallery patriarch Pierre Levai has initiated an overhaul of the gallery's Chelsea program aimed at attracting a younger audience. Since officially joining the family business this year, the junior Levai has signed the video and performance artist Rashaad Newsome and hosted a much-talked-about two-week project by the Brooklyn-based William Powhida.

CANDICE MADEY

Although Madey opened the first show at her Orchard Street gallery, On Stellar Rays, on the eve of Lehman Brothers' collapse in fall 2008, her start-up has fared far better than many of her downtown brethren, thanks to a solid business plan (Madey, a Christie's client-services alum, has an MBA from Ohio State) and a compact stable of emerging talent, many of whom were selected for PS1's Greater New York exhibition in 2010.

LEONID V. MIKHELSON

Russia's 15th-richest man, Mikhelson supports



the arts through his personal collecting and his two-year-old foundation, Victoria—the Art of Being Contemporary. This year VAC cosponsored a show of Russian contemporary art in Venice and made its first U.S. foray, funding "Ostalgia" at the New Museum.

WILLIAM NOORTMAN

The son of the late, great Old Masters dealer Robert Noortman took over the business, a Sotheby's subsidiary, after his father's death in 2007. Following a controversial relocation to Amsterdam, Noortman Master Paintings this year enjoyed its best opening day at TEFAF in more than a decade, selling, among other top-flight pictures, Gerrit Berckheyde's *View of Haarlem* for \$6.3 million.

PILAR ORDOVAS

After making her name as a director of postwar and contemporary art at Christie's Europe and serving as director of Gagolian London, Ordovas has opened an eponymous gallery in Savile Row. The tone of the program, which emphasizes modern masters, is scholarly, as demonstrated by last October's inaugural exhibition exploring the links between Rembrandt and Francis Bacon.

MARTIN ROTH

During 10 years presiding over the Staatliche Kunstsammlungen Dresden, Roth ruffled traditionalists with such innovations as the installation of the famed Meissen-porcelain collection in a leather-walled gallery designed by Peter Marino. Now that he is at the helm of the Victoria & Albert Museum, visitors there should be on the lookout for the unexpected.