

Kristin Hjellegjerde

Founder, Head Curator and Art Money partner

Partner

For our first Collect | Covet of 2024, we spoke with Art Money partner, Founder and Head Curator of Kristin Hjellegjerde Gallery. Kristin shares a piece from her collection by Iranian-born artist Soheila Sokhanvari, and a painting she covets by Vietnamese artist Tuan Vu.



Soheila Sokhanvari
Tobeh (Portrait of Zari Khoshkam), 2020
Egg tempera on calf vellum
19 x 14 cm, 7 1/2 x 5 1/2 in



Tuan Vu
Norton Simon Garden, 2023
Oil and oil sticks on canvas
150 x 180 cm, 59 x 70 7/8 in



Main image credit: Luca Piffaretti

"I am always in great support of young collectors and collectors that would like to stretch their budget to get hold of an artwork that they really would like to collect. To be able to pay over time through Art Money is a great way."

Established in 2012 in London, Kristin Hjellegjerde Gallery has fast gained a reputation for exhibiting a diverse roster of innovative, international artists, both emerging and established, with strong theoretical and aesthetic bases. Kristin Hjellegjerde Gallery now has two London locations as well as spaces in Berlin and West Palm Beach.

Since its inception the gallery has embraced a collaborative, multicultural curatorial approach, maintaining a deep devotion to the artists it represents while fostering close relationships with museums and curators worldwide.

Drawing on her own international background, Kristin Hjellegjerde seeks to nurture new talent by offering artists a dynamic, inclusive platform through which they can be introduced to local and global clients.

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Collect

Soheila Sokhanvari

Tobeh (Portrait of Zari Khoshkam), 2020
Egg tempera on calf vellum
19 x 14 cm, 7 1/2 x 5 1/2 in

I am proud of this piece I have from Soheila Sokhanvari. It's currently on loan for her solo show at the Arhus museum "Rebel, Rebel", and was also part of her earlier show with the same title at the Barbican in London. This piece comes from a series of work that presents pre-revolution Iranian women in their full strength and vigour. Soheila was the first artist I started working with when I opened the gallery 12 years ago, so she has a special place in my heart.

Tobeh in Persian translates to repentance, the title is named after a film that was released in 1972 in Iran, starring Zahra Khoshkam. After the Islamic revolution many writers, poets, actors, and artists were called to sign a letter of repentance and their career came to an end, however, Zahra was the first female performer who was declared a "chaste actress" and was allowed to continue to perform in Iranian cinema after the revolution.

Covet

Tuan Vu

Norton Simon Garden, 2023
Oil and oil sticks on canvas
150 x 180 cm, 59 x 70 7/8 in
Available from [Kristin Hjellegjerde Gallery](#).

GBP £780 x 10 months with [Art Money Interest Free](#) or £7,800

I love to collect artists from our gallery family, and do so in depth. The latest artist that joined us is Tuan Vu. Tuan's first solo show with us is in March in the London (Wandsworth) gallery. I am captivated by the poetry and the mood in his paintings.

Interested in Tuan Vu's work?

• [Ask Art Money](#).

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