

Heidi K. Lee

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EMPLOYMENT

Heidi Lee Art Advisory, Principal

New York, NY 2002 - Present

- Independently advise on all aspects of building and managing art collections for private and corporate clients such as Exxon, AT Kearney and Pentti Kouri Estate as well as for clients of JP Morgan Chase, Morgan Stanley Smith Barney and auction houses.
- Conduct research and due diligence for acquiring and deaccessing works of art for clients.
- Curate a range of art exhibitions including Street Art, 1960s Photography and emerging artists.
- Frequently speak and write about the Contemporary art market and best practices in art collecting.
- Appraise art for insurance, estates, wills and resale purposes.

EditionedArt, Founder

New York, NY April 2009 - 2011

- Founded first online consignment gallery to sell collectible limited edition prints and photographs by top contemporary artists.
- Developed over 30 strategic partnerships aggregating over 500 works of art by 115 artists creating one of the largest selections of curated contemporary art in the art world.
- Managed and curated over \$1.5m worth of inventory.

VIART Corporation, Junior Associate

New York, NY May 2005 – June 2006

- Assisted Managing Directors of top art consulting firm on collection maintenance for Fortune 500 companies including Goldman Sachs, Merrill Lynch, and Capital Group.
- Won new business for firm overseeing budget estimate, art sourcing and installation.
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Luxe Gallery, Art Consultant

New York, NY 2001 – 2003

- Assisted owner with opening of new emerging artist gallery.
- Consulted on client initiatives, press relations, exhibition planning and sales.

EDUCATION

Christie's Education, Master of Arts in Modern Art and Art History, New York, 2004

The American University, Bachelor of Arts in International Relations, Wash., D.C., 1996

Yonsei University, Economics and History, Seoul, Korea, 1993

Harvard University, College Preparatory Program, Cambridge, Ma., 1992

AWARDS AND RECOGNITION

- **Affirmation Arts Curatorial Grant**, 'Street Smart' exhibition featuring critically acclaimed artists Ron English, Keith Haring and Robert Williams, 2010
- **New Museum**, Co-chairman of the Contemporary Council, New York, 2010
- **Christie's Education Alumni Society (CEAS)**, Chairman, 2006-2011
- USPAP Certified Fine Art Appraiser
- Languages: Basic-Intermediate Spanish, French, Korean and Turkish

MEMBERSHIPS

Sheba Medical Center, SILC board member

Art Connects New York (ACNY), board member

Solomon R. Guggenheim Museum, Young Collectors Council (YCC), patron member

Independent Curators International (ICI), member

References Available Upon Request