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Auction Veterans Launch Cultivist, an Art-Concierge Service

Marlies Verhoeven and Daisy Peat created the service to provide perks such as studio visits and pre-opening exhibition tours


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Art concierges Marlies Verhoeven (left) and Daisy Peat, co-founders of Cultivist.
PHOTO: COURTESY OF CULTIVIST

By **DARRELL HARTMAN**

 **0 COMMENTS**

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When Marlies Verhoeven and Daisy Peat worked at Sotheby's, they fielded calls from new and aspiring collectors seeking private museum tours and auction previews. Many weren't clients of the auction house, which gave the two women an idea: What if they could package the perks typically accessible only to longtime collectors? That's the idea behind [Cultivist](#), a new art-concierge service available to anyone willing to pay a \$2,500 annual fee. Among other privileges, cardholders can skip lines at more than 100 participating museums—ranging from the Louvre to LACMA—and escort up to three guests for free. “The art world can be intimidating and a bit arrogant,” says Verhoeven. “People used to VIP access in every other element of their lives will lose interest if it's too difficult or complicated to interact with art.” Invitations are geared toward members' stated interests and include pre-opening exhibition tours, art-fair events and studio visits hosted by the likes of Anselm Kiefer and Rashid Johnson. Even the card itself is personalized: It features an original pencil portrait of the holder, courtesy of London artist Miranda Donovan.