



Left: Tony Albert, Preston (Australian Aborigines) , 2024, acrylic and vintage, appropriated fabric on canvas, 103 × 103cm;  
and right: Tony Albert, Preston (Children), 2024, acrylic and vintage appropriated, fabric on canvas, 103 × 103cm.  
Placed with private client by GB Art Advisory.

# THE LAST WORD

## Georgie Bruce

Interview by Claire Summers  
Portrait by Shannon McGrath

Georgie Bruce is a visual art consultant, arts manager, and curator with over 20 years of experience, specialising in the Australasian region. Having lived and worked in South Korea, Hong Kong, Singapore, and now Melbourne, Georgie brings a global perspective to her art advisory services. Recognised as one of the leading art consultants in the region, Georgie's expertise spans both contemporary and Indigenous art.



Photography by Shannon McGrath

Your role as an art consultant places you in a position both practical and intimate: you make qualified recommendations about the artworks that people live alongside, in both professional and personal settings. What element of such a role is most important to you?

The most important element of being an art consultant is understanding and honouring the personal connection between individuals and the art they bring into their environment. Art has the power to inspire, comfort, challenge and express identity, and my role is to help clients discover pieces that resonate deeply with them, whether in a professional or personal setting. This requires a balance of my expertise and intuition, so I have to consider aesthetic principles, art market knowledge, investment potential and the emotional impact a piece will have with my client. Ultimately, my goal is to curate meaningful collections that enhance the client's environment, reflecting their personality or brand, bringing engagement and enriching their daily experience.

What does the next generation of art collectors look like to you? What is most important to them?

I see the next generation of art collectors being globally connected, socially conscious, and digitally savvy. They are drawn to diverse mediums, including digital art and immersive experiences, and prioritise works that align with their values—championing sustainability, diversity, and social change. With unprecedented access to information, they are highly informed, research-driven, and deeply engaged

with artists and communities, they are shaping a more inclusive and globally interconnected art market. For them, an artist's message is just as important as aesthetics or market value, driving a more thoughtful, dynamic art world with a strong emphasis on emerging talent.

Given your career history working across the Asia Pacific region, how do you view Australian contemporary art in this region?

Having lived and worked in Seoul, Hong Kong, and Singapore, I have witnessed a significant shift in how collectors engage with the Asia-Pacific art market. In the past, many were primarily Australiacentric, but today, they are increasingly confident in exploring beyond their local art scene. Access to international art fairs, digital platforms, and a wealth of online resources has empowered collectors with the exposure and knowledge to make informed and confident decisions.

Additionally, galleries with international locations play a crucial role in this evolution, offering collectors multiple entry points into new, previously not explored markets and exposing them to a more diverse range of artists and opportunities. Collectors now recognise that by aligning with galleries who have international representation, their artists are positioned within a broader art ecosystem, strengthening both their profiles and collectibility across regions. This not only enhances the cultural and financial value of the artists but also deepens the collector's engagement with a more dynamic and global art world.





When building a collection, whether you work on it in its early stages or develop it when it is more established, what piece of advice do you feel is most important to impart to the collectors you work with?

I believe when building a meaningful and impactful collection, people should challenge themselves to look beyond their comfort zone. While there is often an immediate visual appeal or emotional connection with an artwork, it's equally important to explore the conceptual layers that create the piece. Delving into the artist's intentions, their creative process, and the themes they explore can reveal a deeper connection—one that may not have been immediately obvious upon first glance. This deeper understanding not only enhances the appreciation of the work but also ensures that the piece aligns with your personal values and tastes, enriching your engagement and elevating its significance within your collection, both intellectually and emotionally.

Can you name an artwork or artist whose work recently moved you to pause, that truly captured you?

That's like asking you to choose between your children—you just can't! My love for art spans to so many artists and movements. However, having lived in Asia, we're fortunate to have built a collection that reflects our time abroad, blending contemporary Australian and Asian works. Each piece tells a story, capturing not only our personal journey but also the dynamic cultural exchange between these two regions.

One artist who always sparks conversation is Tsang Kin Wah. His work masterfully weaves text into decorative patterns, creating wallpaper compositions that initially appear as elegant French toile. However a closer look reveals something unexpected, beneath the beauty of the floral motifs lies a layer of profane, confrontational text, merging the artist's own words with those of others. This striking contrast between aesthetic refinement and raw expression forces viewers to confront the tension between appearance and meaning. It's a challenging exploration of beauty and subversion, and no matter how many times I see his work, it never fails to challenge and engage.