Inside Art

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An Artist Is Shared

It's a familiar story: hot artists fleeing the small galleries that discovered them in favor of larger ones with more financial muscle and space to give them greater exposure.

When it looked as if the conceptual artist Tony Feher would join the list, D'Amelio Terras, the Chelsea gallery that has represented him for 10 years, approached PaceWildenstein, where its co-owner Christopher D'Amelio once worked, to see if the galleries could represent Mr. Feher together. Pace would provide the financial backing and larger galleries; D'Amelio Terras would bring the history of working with Mr. Feher and knowledge of his work.

Much as once-competitive museums have started jointly buying, the galleries are hoping other dealers will follow their lead. "We think it's a terrific model," said Arne Glimcher, chairman of PaceWildenstein. "We can help him do more ambitious projects."

The impact of the collaboration will be immediately apparent. Next week Mr. Feher's work will be on view uptown in D'Amelio Terras's booth at the Art Dealers Association Art Fair at the Seventh Regiment Armory and at PaceWildenstein's booth at the Armory Show on Pier 94.

"This way Tony can have his cake and eat it too," Mr. D'Amelio said.