

Dealer Spotlight: Meet Helicline Fine Art, a Private Gallery Run by a PR Pro and a Doctor

The successful private art gallery operates out of the couple's home.



be extremely busy. They co-run a private gallery-but that's not their "day job,"

so to speak. Sherman runs a PR company and Goldberg is a physician. The gallery is their passion project, a natural extension of their 30 years of collecting together. Helicline is operated out of the duo's home. They have more than 300 works on display at any given time and-not coincidentally-virtually no open wall space. The gallery specializes in American and European art from the 20th

century, with a particular focus on social realism, mural studies, industrial landscapes, and Regionalist painting from the 1930s and '40s. artnet spoke with Sherman about why he and his partner came to become collectors, how the gallery evolved into what it is now, and what they have planned for the future.



me from their trip to Europe. A shirt? A hat? No, I wanted a painting. And with that, a lifetime love of art was born.

We've always been collectors. As children, it was baseball cards and comic books. As a teen, my parents asked what sort of souvenir they should bring

Roy and I have been passionate art collectors for the 30 years we've been together. We now live with more than 300 works, split between two homes and two offices, and there are 20 more paintings stacked on the floor of our home upstate. Our passion knows no bounds. Well, except for one: we have completely run out of wall space! And yet we keep acquiring more artwork.

What is the first artwork that captured your attention? I have this memory of having a poster of an El Greco masterpiece on my college dorm room wall. One of my first PR jobs was representing Radio City Music Hall, which is filled with Art Deco and Machine Age art. Roy had a

What type of art does your gallery focus on?

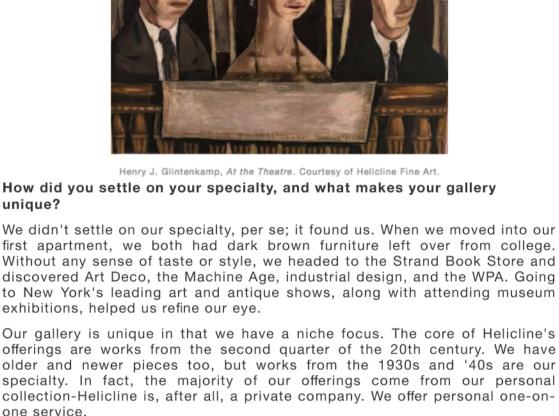
Richard Estes poster in college.

unique?

one service.

away.

Helicline Fine Art offers 20th-century American and European Modernist paintings, sculptures, and works on paper. The gallery specializes in American scene, Modernism, social realism, mural studies, industrial landscapes, regionalism, and more.

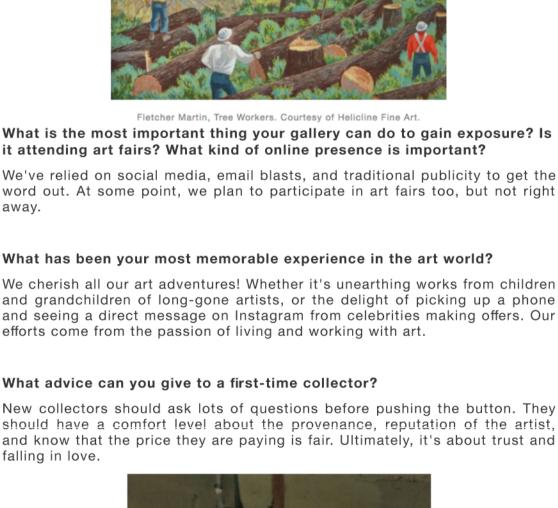


taste play a role in your selection? We have followed the basic axiom of collection since the beginning: we just buy what we love. We believe that if we love it, others will as well.

Our clients come from all over the US, but New York City is the core.

Where are most of your buyers from? Which countries?

How do you select the artists you represent? When does your personal



If we could own any artwork, it would be the next one on our radar that's slightly out of reach. There are always several of those at any given moment.

Joseph Solman, Rail Yard with Carriage. Courtesy of Helicline Fine

If you were not an art dealer, what would you be doing?

If you could own any artwork, what would it be and why?

If we weren't art dealers, I would be a publicist and Roy would be a doctor. And in fact, we are those things, too. We are both hyphenates!