

HAMPTONS

Philanthropic Wave 2014

How Cindy Farkas Glanzrock Supports Hamptons Artists

Real Estate broker [Cindy Farkas Glanzrock](#) created her niche by helping East End artists find creative spaces to work and display their art.



Cindy Farkas Glanzrock at home, surrounded by some of her favorite art.

When Austin-based artist Greg Miller was in the market for a Hamptons retreat last summer, he didn't scour the real estate listings. Instead, he simply mentioned his interest to Cindy Farkas Glanzrock, then hopped on a plane. Soon Miller and his wife had sealed the deal on their ideal property: a home in the Springs that is set on an acre with enough room to build a sizable art studio.

"I thrive on making creative connections, putting deals together that can help people find what they are looking for, while advancing their love of the arts," says Glanzrock, who frequently combines her expertise as a commercial real estate broker with a lifelong passion for art. In the Hamptons, that may take the form of helping artists find studio space, working to nurture and expose the work of local artists, or developing artist-in-residence programs—including one in the works at her own home in Sagaponack, where construction on a backyard studio for visiting artists is set to begin this fall.

Glanzrock's latest initiative is the Building Art Curatorial Program (BACP), which brings works by emerging artists into commercial spaces. "This is not a consignment program," she explains. "We lease the artwork and pay for it, so the gallery and the artist get the money right away. And of course, the work is available for purchase." Once a commercial partner signs on, BACP handles everything from working with the artist's gallery and selecting the works—which are displayed on a rotating basis—to insurance, moving, and signage.

Rather than focus on blue-chip names or "safe" works, Glanzrock matches buildings and artists with an eye to sparking surprise, delight, and spirited conversation. Her current focus is an irresistible strain of street art, including works by Keith Haring collaborator LA Roc (also known as LA II) and Sen2. "I love to see the smiles of everyone who passes through and sees my work," says DOC (Desire Obtain Cherish), whose high-shine Pop sculptures—including Delicious Mess, a giant overturned ice cream cone, and Meltdown, a series of colorful melting Blow Pops—now greet visitors in the lobby of 1001 Sixth Avenue in NYC.

As Glanzrock prepares to hit the upcoming Hamptons art fairs, she is at work on expanding BACP eastward. Among her summer projects is placing the work of Irish-born, Montauk-based artist Stephanie Whiston in waterfront restaurants. "Stephanie does these remarkable underwater photographs and is committed to educating people about preserving our oceans," says Glanzrock. "I think it's a perfect match."