

# ForbesLife

SEPTEMBER 2006

**Fashion: Suiting  
Up For Fall**

**Searching For  
Tuareg Jewelry  
In Tribal Niger**

**Greg Norman  
Is All Business**

**'70s Style Returns**

**Steve McQueen  
Auction Action**

A man in a dark pinstriped suit and a patterned tie is sitting on a modern, light-colored chair with a dark wooden base. He is looking directly at the camera. The background is a dark, textured wall with a purple gradient on the right side.

**Intelligent Design**



## [Pacesetter]

LEAVE THE AUDIOPHILE HEADPHONES at home and take these sporty **Sennheiser MX75** earbuds for a jog. Sweat-resistant, hardy and, thanks to the twist-lock-fit system, anatomically snug. \$50. [www.sennheiserusa.com](http://www.sennheiserusa.com).

## RUSSIAN EVOLUTION

**MARTIN MULLER'S MODERNISM, INC., IS ONE OF THE MOST** renowned art galleries in San Francisco. Over the past 27 years, Swiss-born Muller has hosted some 500 exhibitions at his Market Street location, and his greatest passion is Russian avant-garde art (1910–1930), currently popular among collectors both in the United States and abroad.

### *What was your first important show at the gallery?*

In 1980 I did a Russian avant-garde show, the first ever in an American gallery outside of New York. I offered a Symbolist painting by Kasimir Malevich, which sold for \$75,000. Today it would be worth \$3 to \$4 million. I also had major works by Rodchenko, Popova, Goncharova and Exter. Today the Russian oligarchs are buying them up at auction because they want to reclaim their cultural heritage.

### *A Cubo-Futurist work by Bogomazov just sold in London for \$1.2 million. What's your reaction?*

I'm glad! I did the first one-man show outside of Russia for Bogomazov in 1983. The works were priced from \$20,000 to \$30,000. I still have many great Bogomazovs.

### *Why the focus on Russian art?*

Literature and art theory led me into the Russian constellation of artists. I was obsessed with Russian literature, from Turgenev and Dostoyevsky to Vladimir Mayakovsky and Mikhail Bulgakov. I had visited Russia as a student in 1970—the KGB used to search my room regularly. While studying in Lausanne I broke my leg in a motorcycle accident and had to live at home. I read Vassily Kandinsky's treatise *The Spiritual in Art* and it changed my life.

### *How do you decide which artists to show?*

I only exhibit artists that I respond to emotionally and intellectually. The art must be visually strong and theoretically articulate. It can't just be decorative.

➤ *Modernism, Inc., (415) 541-0461, [www.modernisminc.com](http://www.modernisminc.com).*

