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Leila Heller Gallery Moves Uptown, Hosts Inaugural Exhibition

[Bettina Zilkha](#)

Contributor

Leila Heller moved her eponymous gallery uptown this week, in a move that echoes a slow but steady art world exodus from Chelsea. Just as Soho morphed in the past decades from affordable to outrageous, Chelsea has become prohibitively expensive. Many collectors live uptown, and galleries want to be closer to their clients. As a result, the Upper East Side art scene is booming.

"I have been counting the days and minutes to move back to the Upper East Side," said Heller. "I was here for 30 years, on and off Madison Avenue, before moving to Chelsea eight years ago. Chelsea was an amazing experience at the beginning, but the Upper East Side art scene is hopping like never before, and I am so thrilled to be back closer to my collectors, all the museums, and other great galleries and colleagues."

Collectors and friends showed up in droves Wednesday night to wish Heller well in her new space at 17 East 76th Street, a two level gallery with a garden in the back. Leon Black, Donald Marron, Susan Hess, Dina and Fouad Chartouni, Pamela Gross, Nancy Shevelle and George Farias were in admiration of the blue chip works by Jeff Koons, Yves Klein, Fernand Leger, Nancy Lorenz and many more.

"Our inaugural show is contemporary and modern masters, but we will continue to have solo shows with our artists as well," said Heller.

The gallery has a branch in Dubai; both are run by Heller and her son, Alexander.

"Our gallery in Dubai is mainly primary market, and our New York gallery will be a mix of curated shows as well as group and solo shows by various artists," said Heller. "I am very committed to both galleries but they are very different businesses. I live in New York but go to Dubai at least 5 to 7 times per year. I love the region, and I see what a burgeoning art scene it is."