

Strategic emotions

“..Design and art do not need translation into a foreign language ..”



Nicole Stava is dedicated to the international art market at the highest level. Nicole Stava founded her own brand Art Acquisitions and Sales in 2009, and also works closely with major auction houses such as Christie's and Sotheby's. At the same time, she manages an extensive family collection, located in Zurich and at Bechyně Castle, where Nicole now lives with her husband and two children.

An EDGE chair by Petr Novague, an internationally acclaimed designer, is one of her most popular pieces of furniture that contrasts the castle's surroundings.

Nicole and Petr connect years together at the Secondary School of Applied Arts in Bechyně and now also business cooperations on several levels. Nicole operates in the art market as a so-called business getter, which allows her to stay above all artistic categories and periods, from old masters to contemporary fine art, from watches to design, which she can find for her clients around the world.

Nicole and Petr focus on high goals, building their collaboration on the idea that design and art do not need translation into

a foreign language. "An artist will make a name for himself on the international market if he is 'readable' to any buyer," Nicole explains. "In design it is actually the same, the product must appeal to the client with an understandable aesthetic, which represents the content of the product," adds Petr. Both directions are intertwined with world and local collectors.

Nicole Stava at least marginally deals with design and often collectors complement their interiors with contemporary design furniture. From the collector's point of view, it is crucial to take the first step. "Whether you are buying art or design, the first purchase with the help of an expert will take you to the local or international market, where your taste and collection style will naturally refine, and contextualise over time."

Since 2008, Petr Novague has been designing a wide range of products for European producers under his own brand. These are everyday things, from the Spokar toothbrush, through designer furniture, to the body of the R200, a limited edition car for collectors.

