



MESA CARPET & FLOORING

HARDWOOD, LAMINATE, STONE!

2000 Harbor Blvd • Costa Mesa • (949) 764-2655



Daily Pilot

Newport Beach and Costa Mesa, California

Daily Pilot
Real Estate


[HOME](#)
[NEWS](#)
[SPORTS](#)
[REAL ESTATE](#)
[AUTOMOTIVE](#)
[JOBS](#)
[CLASSIFIEDS](#)
[SHOPPING](#)

April 9, 2007

Business



66
forecast...

Updated: Apr 08, 2007 - 23:07:45 PDT

BUSINESS SPOTLIGHT: Just the right vibe

• Art collector-turned-appraiser opens new gallery in Costa Mesa.

By Amanda Pennington
[Reader Feedback](#) - Currently 0
Comments

Fred Page says he realized his love of art in college when he began his art collection.

He then became fully invested when stationed in the Navy in Newport, R. I., where he bought his first Picasso print.

The print came at a price — it took him about two years to pay for it, but he said it was worth it.

He still has his Picasso, and now he's in the business of selling art, too. Page recently opened a new Costa Mesa gallery, the Grace Lane Gallery, off Baker Street and Fairview Road.

While the gallery is currently open for business, Page is still putting the finishing touches on it.

On April 28, Page will host his first opening reception from 5 to 9 p.m.

Story Tools

[Email Story](#) | [Print Story](#)

[TTT](#) Text Size [TTT](#)

More Stories

- [BUSINESS SPOTLIGHT: Just the right vibe](#)
- [BRIEFLY IN BUSINESS](#)
- [SUNDAY STORY: Architect on the edge](#)
- [Local \\$75-million home is among the world's priciest](#)



Fred Page of Page Art Inc. in his new gallery space, the Grace Lane Gallery in Costa Mesa.

advertisement

Surf Report



Price: \$29,815



2004TahoeChevrolet

Price: \$29,995



2003Escalade
ESV Cadillac

[NABERSAUTOMALL.COM](#)

[News](#)
[Sports](#)
[Business](#)
[Education](#)
[Opinion](#)
[Politics & Government](#)
[Blogs & Columns](#)
[Features](#)
[Public Safety](#)
[Religion](#)
[Entertainment](#)

[RSS](#)
[Email Alerts](#)
[Archives](#)
[Community Links](#)
[Special Sections](#)
[Classifieds](#)
[Obituaries](#)

[Customer Service](#)
[Times Community News](#)
[Coastline Pilot](#)
[Daily Pilot](#)
[Huntington Beach Independent](#)
[Los Angeles Times](#)



with the work of Long Beach artist Warren Heard, who uses vivid lines and color in his detailed work.

Page threw himself into the art world, becoming an art appraiser, which he's done successfully for the last 25 years. His client roster is impressive and star-studded. Nicole Kidman, Drew Barrymore, Johnny Depp, Vincent Price and Gregory Peck have all had Page appraise their collections, he said.

When his wife took a job in Newport Beach Page wanted to get a waterfront office for his appraisal business. But after some trips into Costa Mesa, including an art show at the Crew Salon at the Lab, he decided to open up a gallery in the city.

"You have to find just the right sort of space," Page said, standing in the middle of the loft-style space with concrete floors and Heard's paintings hung on facing walls. "I like being close to the new vibe that's coming up from the anti-mall."

Now Page conducts his appraisal business from the Costa Mesa location, but lately he's been putting most of his energy into getting the gallery ready for the showing.

It was at the Crew Salon that Page first saw Heard's work and he said he knew immediately he wanted to buy a piece and work with the artist.

It was "the power, the seriousness, the way he treated [subjects].... Good art has something to say," Page said.

Heard's work is indeed serious — the most expensive piece Page has for sale is a large interpretation of the crucifixion of Jesus Christ. It's asking price is \$25,000.

"This is museum-quality art, in my opinion," Page said. "Of course, time will tell."

Page is passionate about art and the artists he's represented. Despite his goal of selling, Page said it'll be sad to see the work go.

In 25 years, he's never grown tired of the business.

"It's new all the time, it's an endless learning experience," Page said.

He hopes to bring other art forms into the gallery, including poetry and even yoga. He's approached the Costa Mesa Cultural Arts Committee about hosting shows, although nothing has been set in stone.

EUROPEAN TOUCH
It's Free
To Look...
You Work Hard to Have the Best. Shouldn't you have the Best Working Hard for You?
Countrywide HOME LOANS
Premier Lending Group
 26 Corporate Plaza, Suite 180, Newport Beach, CA 92660
 949.467.5100

"We're just trying to promote as much art as we can," Costa Mesa recreation supervisor Lisa McPherson said, adding she's aware of the new gallery, but won't be able to schedule anything there for some time. "The motto of the cultural arts committee is exposing the O.C. art scene."

Costa Mesa's goal seems to be right in line with Page and Heard's — the title of the show is "Lost (and found) in OC."

For more information about the gallery call (714) 545-1773. It's open 11 a.m. to 5 p.m. Monday through Saturday.

Reader Feedback

There are 0 comments on this story:

Feedback Rules

Reader comments must be free of obscenity, profanity or content of a questionable nature. The Daily Pilot reserves the right to edit or delete reader comments that do not meet its publishing standards. .

Add Your Comments