

EIGHT QUESTIONS WITH

*Nancy Sweeney of Sweeney Co. Art Advisors**compiled by* KIMBERLY NICOLETII

SWEENEY CO. ART Advisors helps clients add to their art collection by connecting them with resources, introducing them to work that suits their style and navigating all of the technical aspects of art placement, from shipping, storage and installation to ongoing maintenance and preservation. They collaborate with architects, interior designers, municipalities, hospitality professionals and private collectors to provide a custom art collection for any home or business.

VAIL VALLEY HOME:
How does art contribute to, or make, a home?

NANCY SWEENEY: Art plays a fundamental role in making a house feel like a home by adding depth, personality and emotional resonance. It's not just about decorating a space but about imbuing it with character and individuality. Art reflects one's personality, experiences and tastes. The chosen pieces offer a glimpse into the homeowner's life, showcasing their interests, passions and cultural influences. Personalized art selections establish an emotional bond with the home. Each piece evokes feelings and sentiments, making the space not just a physical dwelling but a place filled with memories, emotions and personal connections.

Art can dictate the mood and atmosphere of a room. Whether through color, subject matter or style, it can create a vibrant, serene, cozy or dynamic ambiance based on the chosen pieces.



Through Sweeney Co. Art Advisors, Nancy Sweeney helps clients build an art collection that reflects their style.

Deliberately curated pieces artfully displayed enhance the aesthetics of a room, adding depth and character to the living space. Art can enhance or contrast with existing elements, adding layers and depth to the overall design.

VVH: How and why did you get into this business?

NS: I was a student of art history in college and have been fortunate to work in the arts my entire career. I started the business in 2007 at the proverbial kitchen table and was joined a few years later by Katie and then Gemma and Terese. Today, the four of us are in the Minturn office and we have Andrew, Jackie and Amy in Denver expanding our reach and strengthening our team. We could never do the breath of projects we do without

“ I FIND SO MUCH JOY AND PURPOSE IN BRIDGING THE WORLDS OF ART AND ARCHITECTURE.”

this incredible group. We're a small team, but we act big!

It is extremely rewarding to bring the finishing touches to a carefully designed space. I find so much joy and purpose in bridging the worlds of art and architecture. All aspects of a project must work together, and it's this collaboration that results in the very best, most enduring design. Over the years, we have been fortunate to work with extremely talented design professionals, as well as passionate and engaged clients who have pushed us to continually evolve.

VVH: What brought you to Vail Valley?

NS: What an incredible journey my husband, Thomas Salamunovich, and I have had over the past three decades in the Vail Valley. The decision to move here for career advancement, proximity to family and the opportunity to live in a magnificent mountain community was clearly a pivotal moment in shaping our lives. We have been so fortunate to raise our three boys here and are extremely proud of our close-knit family.

Our roles as small-business owners and entrepreneurs exemplifies the dedication and determination that has driven our endeavors. Thomas' exceptional culinary career at Larkspur, alongside the growth and development of Sweeney Co. Art Advisors, is a testament to the hard work, commitment and passion we have invested in our respective careers. We have known both failure and success, yet our stories demonstrate how pursuing your dreams, despite the inherent challenges, can pave the way for incredible personal and professional growth.

VVH: What inspires you most and keeps you fresh in your career?

NS: Travel. Both professionally and personally, travel has been the most influential part of staying current and relevant.

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HAWK'S NEST
AT BUCKHORN VALLEY

Travel is a tremendous source of inspiration. Exposure to diverse cultures, design aesthetics and trends plays a pivotal role in staying current and informed. The hospitality sector is constantly evolving, and there is always something new to see or discover. The luxury industry demands constant innovation and an understanding of evolving tastes and preferences. Travel is a powerful strategy to ensure our work remains fresh, relevant and appealing to a discerning clientele.

Over the years, our team has attended numerous national and international art fairs. This exposure to different markets and regions promotes meeting other professionals in the same industry or related fields, fostering collaborations and exchanging ideas. These connections lead to valuable

partnerships that strengthen our depth of knowledge and expand our vision.

VVH: How do you work with clients, and how does it benefit them to work with you?

NS: Acting as a bridge between individual collectors and the world of fine art is a crucial service. We assist clients in navigating the vast art landscape, increasing their resources and helping them discover pieces that resonate with their taste and interior design. Our emphasis is on personalization.

We make the process of art selection and integration an enriching and meaningful experience. Our approach not only emphasizes the aesthetic value of art, but also ensures a seamless integration into the client's space. Our



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services include assisting with the technical aspects of art placement, as well as other issues like sun exposure and ongoing maintenance.

This attention to detail ensures the art not only fits the design, but also functions optimally within the space. Managing the logistics of shipping, storage and installation is an essential, but often overlooked aspect. Our expertise in handling these elements ensures a hassle-free and enjoyable experience for our clients.

VVH: How is working with the hospitality industry different, and similar, to working in private homes?

NS: Whether working with a hospitality establishment or a private homeowner, the primary goal is to represent the client's viewpoint. The focus is on

curating art collections that mirror the unique characteristics and individual taste of the property owner or the establishment. Whether it's a private residence or a hospitality setting, the curation process involves tailoring selections that resonate with the property's or homeowner's style, reflecting their tastes and cultural influences.

Both settings require an initial phase of exploration and conversations. Listening to the client's needs, understanding the property's history and capturing the client's unique perspective are fundamental in the curation process. In the hospitality industry, the art selections often reflect the locale or the unique brand identity of the property. The art might be chosen to resonate with the location, culture or specific themes that represent the establishment's identity.



Sweeney Co. Art Advisors is headquartered in Minturn, but they travel far and wide for projects.

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Nancy Sweeney started her business on her own in 2007, but her team has grown with the addition of several more employees, both in Minturn and in Denver.

Hospitality art curation involves larger-scale projects, considering public spaces, multiple rooms and diverse tastes of various guests. Art in private homes tends to be more personal and focused on smaller, more intimate spaces. Hospitality projects may involve a broader scope, working with different stakeholders and considerations, such as public perception and brand alignment, whereas private home projects might have a more direct focus on the homeowner's personal preferences.

The key to success in both settings is understanding and honoring the client's unique perspective and tailoring the art curation to create a space that resonates with that vision. This is what keeps our job exciting and unique; no two projects are ever the same.

VVH: Do you make your own art? If not, what tends to be your favorite type of art?

NS: No, I am not currently engaged in any artistic activities; I am strictly an art appreciator with a tremendous respect

for those who have the vision to create and commitment to execute their vision.

I do have an appreciation and interest in ceramics. I have pursued this interest in the past and hope to reconnect with it again in the future. I love the hands-on, tactile nature of this medium. The process of molding and shaping clay, the anticipation of firing and the result can be incredibly satisfying. Many people, including myself, find the process of making art to be therapeutic and meditative. Whether it's ceramics or any other form of art, the act of creating offers a sense of accomplishment and personal fulfillment, allowing you to express yourself in a tangible, tactile way. It's a practice I hope to get back to.

VVH: What are your favorite hobbies/activities?

NS: All activities associated with being in the mountains bring me joy. Skiing has always been a big part of my life, and I really love hiking. But no matter what the activity, everything is best enjoyed with family and friends. **VVH**

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