

## Sarah Peguine- Press Articles

Last Updated: June 2015



The Good Life Magazine

## Oh So Arty

After a seven-year stint in Brussels, Sarah Peguine moved to Tel Aviv and created *Oh So Arty*, a blog chronicling her Israeli art discoveries. In five years she has amassed more than 19,000 Facebook fans and has established a platform that works both on and offline, running art consulting and private art tours. "In Israeli artist Miri Segal's installation *Garden 2012*, Segal placed a swing hanging from the ceiling of her studio, where two participants could sit, separated by a coffee table, chat and have a drink. My platform also serves as a 'meeting point', whether it's on Facebook, the blog or in real life."

[ohsoarty.com](http://ohsoarty.com)



# Accessible Art: An Interview with Oh So Arty's Sarah Peguine

Sarah Peguine started her art blog in 2008, satisfying a niche that few address, even today: an English guide to Israel's contemporary art scene. Peguine later launched [Art Galleries in Tel Aviv](#), the umbrella brand for her blog and artsy activities, such as art consulting and guided tours. The Culture Trip sat down with the young creative to discuss the life of a Tel Aviv entrepreneur.

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[The Culture Trip](#)





## The Best of Tel Aviv

Posted by [Annie Fitzsimmons](#) on May 2, 2013

**Culture:** The Tel Aviv Museum of Art houses an impressive collection of Old Masters like Rubens, Van Dyck, and Rigaud. But don't miss the changing exhibitions, like the jaw-droppingly outlandish art by [Douglas Gordon](#). The building recently added a new wing, effectively doubling its size. For the best insight into the city's art scene, book a tour with Sarah Peguine of [Oh So Arty](#), who is connected to the best galleries in the city, like Dvir.



[Urban Insider \(National Geographic\)](#)

# My Tel Aviv

Art & Lifestyle in Tel Aviv

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## 18 must-dos in Tel Aviv

### 6. Attend a private ART Gallery Tour with SARAH PEGUINE

Tel Aviv's emerging art scene can be perceived through the unexpectedly large amount of galleries that are popping up around the city. Nobody knows these galleries better than Sarah Peguine, an emerging star in the local art scene.

[My Tel Aviv Blog](#)



**Sarah Peguine:**

Israeli by birth but educated at the **Courtauld Institute in London**, England, Sarah is the creator and founder of **Oh- So- Arty**, an art blog now turned into an online art consultancy and Israeli tour guide service, her intelligence, international experience and sophistication will leave you wanting to see what Oh-So Arty is all about. So do it! She will definately make sure you are kept up to date with all of the latest happenings in Contemporary Israeli art- not to mention help you choose any piece of international and Israeli art which can also be purchased on the site.

Go-[www.ohsoarty.com](http://www.ohsoarty.com)

[FAD Website](#)

SECRET #331 / THINGS TO DO

# OH-SO-ARTY

Art Blanche



A stroke of genius! In fact, every stroke was - and we had an expert's opinion to prove it! The expert in this case was Sarah Peguine, founder of Oh So Arty and provider of bespoke guided tours through the art scene of Tel Aviv. Ours had begun walking through a series of galleries getting to know the city's contemporary art scene, we detoured through some vibrant urban art viewings to get in touch with the younger, underground Tel Aviv, and proceeded to the Museum of Art to discover some true Israeli artists and their methods. Finally, Sarah, who had honed her expertise at the Courtauld Institute of Art, advised us on our own potential art investments. Should we paint you a picture? Join us!

P.S. Book your tour online [here](#) and learn all about the service and specific details of the tours.

*Address:*

Online

*Published on:*

19 February 2014

**MORE THINGS TO DO »**

[Israel Daily Secret](#)



(@ohsoarty)



Ariel Schlesinger's work at Dvir Gallery / Photo Courtesy of @OhSoArty

With her finger on the pulse of the local art scene, Belgian expat Sarah Peguine offers up a mix of new art exhibits, gallery openings and shows, and individual works of art through her "Oh-So-Arty" Instagram account. The account is a reflection of her day to day work: collaborating with artists, attending gallery openings, art consulting, and running private art tours in English, so that visitors and those of us who don't know Hebrew can learn about the art scene in Tel Aviv. So click that follow button and stay in-the-know.

[TimeOut English Edition](#)





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[HOME/HEM](#)

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[MY PHOTOS / MINA FOTON](#)

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## oh so arty!

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3 JULI, 2013 22:53 \ [LEAVE A COMMENT](#) \ 5

Last year I discovered this really nice blog about art life in Tel Aviv, written by [Sarah Peguine](#). Since then, I found it useful for getting the latest updates about gallery openings and new exhibitions, but also for general art and photography inspiration. Lately, she expanded her blog project to involve guided tours around the Tel Aviv art scene.

This Saturday I joined the first ever [art tour](#), and I wasn't disappointed. We got an excellent mix of established and new galleries, Israeli iconic artists and emerging artists. She also gave us a bonus by taking us through the beautiful streets of Lev Tel Aviv and Neve Tsedek (I really need to spend another day of taking photos there soon!) and showed us a hidden gem, the American/German colony on the borders of Florentin and Yaffo, just next to Eilat street. I honestly didn't have a clue it existed and I have been walking along Eilat street like a million times.

Not to forget – these days it gets very hot during the day so don't forget to bring water and maybe a hat for protection against the sun. And obviously comfy shoes!

[Tel Aviv Inspiration](#)

# Israel Zwischenzeilen

Info-Service zu Themen abseits des politischen Alltags.  
Herausgeber: Gesellschaft Israel-Schweiz, Jerusalem



Ausgabe vom 02.07.2013

## Monats-Report

### „Israel ist die Start-up-Nation – auch in der Kunstwelt“

Katharina Höftmann - Tags: Fotografie, Galerien, Kultur, Kunst,

Bilder von Wäldern. Nicht gerade Bilderbuchwälder. Diese Wälder hier sind wild und sperrig. Ihre Äste verlaufen wie die Venen eines Menschen, der bereits viel erlebt hat in seinem Leben. Die junge Kunsthistorikerin Sarah Peguine erklärt mir, dass die Bilder zur Ausstellung mit dem Namen „KAKAL“ gehören. KAKAL steht für den Jüdische Nationalfonds (KKL), der Organisation, die 1901 im Auftrag und auf Initiative Theodor Herzls als Wegbereiter eines jüdischen Staates gegründet wurde und die heutzutage vor allem Umweltprojekte im Land fördert. Die schwarz-weiß Photographien von Efrat Shvily muten fast wie Zeichnungen an, sie zeigen Wälder, die einst vom KKL gepflanzt wurden. Sie haben nicht viel mit den Bäumen gemeinsam, die in Hochglanzbroschüren der Organisation präsentiert werden – sie sind nicht düster, sie sind echt.

#### Zwischenzeilen

Erst Elektronik u  
09.07.2013

Parkplatzsorgen

Luzerner Sinfoni  
Galway spielen i  
09.07.2013

„Genesis“ von B  
„Israel ist die St  
Kunstwelt“ 02.0

#### GIS Aktuell

Für mehr Fitness  
Schweiz bringt e

GIS Meets ...  
Israel-Besuch d



Israeli-Swiss Association [German]

## FIVE RISING YOUNG CREATIVES

28/06/ 2013, 9:43 am People ♥ 15



**SARAH PEGUINE**, 26, was working at Dvir Gallery, one of the leading art galleries in Tel Aviv, for four years before she decided to focus on her start-up: [Oh-So-Arty](#). The business consists of a blog – a guide about the Israeli Contemporary Art scene with useful information on the best shows and exhibitions in Israel, and the Israeli artists showing abroad. Sarah Peguine is eager to support emerging Israeli artist, and brings different collectors to gallery tours. She focuses on people from her own generation, who also wish to get more familiar with the art scene in Israel, meet artists, go to

[TelAvivian](#)

# IT'S A BLOG



TRAVELS OF ADAM

*the coolest cultural things to do around the world, hey*

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BLOG! Hipster travel/lifestyle + Destinations + Subscribe

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## 11 Reasons Why Tel Aviv is One of My Favorite Cities

Posted by Adam on 20 June 2013 in Israel - 17 Comments



### 5. So much art

With seemingly endless galleries to visit, a handful of world-class museums (I'm partial to the [Design Museum](#)), Tel Aviv seems to attract many creative and inspirational artists. Many of Israel's art students base themselves in Tel Aviv following graduation. Add in some international flair and you've got all the ingredients for an art hub. If you're looking for the latest on art galleries in Tel Aviv, check out the [Oh So Arty blog](#) & [Facebook page](#).

[Travels of Adam](#)





## 17. Oh-So-Arty

### Oh-So-Arty

**When It Launched:** It originally launched in October 2008 but then re-launched in March 2013

**What They Do:** Oh-So-Arty is the name of a super interesting blog dedicated to shining a light on the Israeli Contemporary Art scene. As founder Sarah Peguine puts it, "My aim through this platform is to make Israeli Contemporary Art more accessible for the readers, through studio visits, exhibition views, articles on recommended events, interviews, regular guest posts by Art professionals from around the world writing about Israeli artists showing internationally and much more. I also provide Arty Services including exclusive Art tours in Israel which I organise for small groups who are interested in seeing the best shows

[Startup Mavericks](#)

# BABES AT THE MUSEUM

[HUH?](#)[INTERVIEWS](#)[CITY SQUEEZE](#)[AFTER HOURS](#)[16+](#)[RSS](#)[REVIEWS](#)[WORDS](#)

## CITY SQUEEZE



### Guide To Tel Aviv's Arts With Rufina & Sarah

by MARIA BURMASTER on Apr 9, 2013 •

No Comments



[Babes At The Museum](#)

# TELAVIVIAN™

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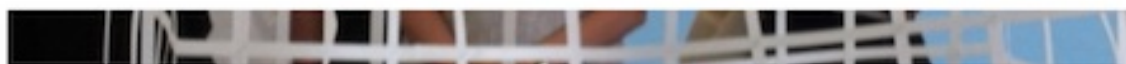
FASHION MUSIC ART DESIGN ARCHITECTURE GRAPHIC NIGHTLIFE FOOD

Smart, Sharp, Driven and Beautiful, [Sarah Peguine](#) is mapping and expanding the art world of Israel.

Sarah's idea is in fact deviously simple, in her words: " A guide to the Israeli Contemporary Art Scene", and sometimes its just these simple ideas which become so effective, necessary, and crucial. This kind of giving account is something that in many ways is deeply profound. Peguine's becoming empire is multi faceted, and only growing: artist profiles, guest posts, previews, guided tours, exclusive works for sale, and so on. Whats great here, is that everything is positive, aesthetic, relevant, and clear.

Sarah is a frequent guest at the studio, we sat down, and for once, it was me asking the questions:

[Guy Yanai's blog on Telavivian](#)



APR 4, 2013

# Visites guidées des galeries d'art d'Israël

*[rachelsamoul](#) / [art israélien](#) / [1 Comment](#)*

Sarah organise aussi des visites guidées de galeries et de [musées](#) de Tel Aviv et d'Israël.

Elle nous a fait un tour cette semaine et c'était formidable.

[Kef Israel \[French\]](#)





[Elle Beligues](#)



המשלחת תבקר במספר מקומות, ביניהם, מוזיאון תל אביב, מוזיאון ישראל, גלריה זומר, גלריה שיתופית אלפרד, גלריה אלון שגב, מכון שפילמן, ארטפורט, המרכז לאמנות עכשווית ועוד. חברי המשלחת יפגשו מספר אמנים ישראלים ואת שרה פגוין, בלוגרית האמנות בעלת האתר oh-so-arty. "אנחנו חושבים שהעולם מכיר את ישראל, אבל למעשה רוב האנשים יודעים מעט מאד על הנעשה כאן", מספרת ג'ואנה לנדאן, מנכ"לית ומייסדת "קינטיס", "לישראל יש סיפור מעורר השראה לספר, לצד ההיבט הגיאופוליטי המורכב בו אנו נמצאים, ולקחנו על עצמנו ליצור פלטפורמה שתאפשר לסיפור הזה להגיע למיליוני אנשים ברחבי העולם, באמצעות מובילי הדעה שאנחנו מביאים לכאן".

[Haaretz](https://www.haaretz.com)

## GUEST POSTS BY SARAH PEGUINE:

# THE SEEN


CHICAGO'S INTERNATIONAL ONLINE JOURNAL OF CONTEMPORARY & MODERN ART

[Home](#) [Art Seen: Chicago](#) [Art Seen: National](#) [Art Seen: International](#) [CURRENT ISSUE](#) [About](#)

POSTS TAGGED 'SARAH PEGUINE'


### NELLY AGASSI // DVIR GALLERY

by Sarah Peguine On Control and Creation For those familiar with Nelly Agassi's work, her current solo exhibition at Dvir Gallery in Tel Aviv might seem surprising and destabilizing at first. Indeed, the exhibition marks a turning point in Agassi's direction, usually known for her delicate fabric drawings, large-scale installations, and performances and video art[...]




### PROFILE OF THE ARTIST // DOR GUEZ

by Sarah Peguine Over the past few years, Dor Guez's work has attracted a lot of worldwide attention. Guez, who was born in Jerusalem to a mixed family of Jewish Tunisian and Christian Palestinian origins, lives and works in Tel Aviv, and is a prolific artist and scholar. He has presented over fifteen solo shows[...]



### TEL AVIV // KIRYAT HAMELACHA

by Sarah Peguine A few months ago, I moved to the south of Tel Aviv – an area known, among other things, for its young inhabitants, its poor population, its derelict buildings, its large community of foreign workers, and in the past few years, for its growing gallery scene. I have always been fascinated by[...]



[THE SEEN, Chicago's International Online Journal of Contemporary & Modern Art](#)







Sarah Peguine of OhSoArty fame gives us her weekly rundown of exhibition openings taking place in Tel Aviv over the weekend.

[Weekly Segment on TLV1 Radio](#)

**CONTRIBUTORS**

## Sarah Peguine

Sarah is an Israeli art enthusiast who runs the blog Oh So Arty, a platform that aims to make Israeli contemporary art accessible to all. Follow her work on Facebook at Art Galleries in Tel Aviv.

Follow on Twitter: [@OHSOARTY](#)



### Tel Aviv's exhibition scene

Three enjoyable exhibitions that all deal in different ways with the notion of space and issues relating to politics, religion, culture and society.



### An Israeli Instagram artist

It is true that I'm addicted to art. And I'm also addicted to Instagram, which is why I was delighted to find @dailydoodlegram by the Israeli illustrator...

# NINE ROOMS MAGAZINE

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9ROOMS ART ME



## מארכת: שרה פגין

בכל יום מועלות יותר מ 5 מיליון תמונות לאפליקציית האינסטגרם על ידי 80 מיליון משתמשים. אינסטגרם, אשר הוקמה ב 2010 ונקנתה על ידי פייסבוק לא מכבר, מאפשרת שיתוף תמונות שצולמו ישירות מהסמארטפון, לפלטפורמה בעלת ממשק מאוד פשוט מציע מגוון פילטרים יפים ושונים שהופכים כל תמונה למיוחדת. מעין פוטושופ למתחילים. אין יותר צורך במצלמה משוכללת, בכל רגע נתון ניתן לשלוף את האייפון, לתעד, לבחור פילטר מתאים ולהעלות לאינסטגרם. הכל נגיש ומהיר. מדובר באפליקציה בה הצילום הוא השפה המרכזית לחוויית השיתוף וההתבטאות האישית של כל המשתמשים.



[9 Rooms \(November 2012 \[Hebrew\]\)](#)

# NINE ROOMS MAGAZINE

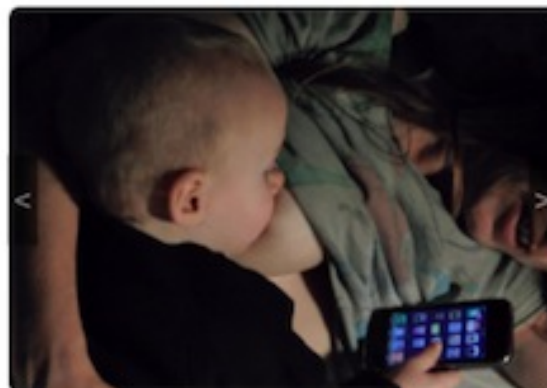
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9ROOMS ART ME

< > HOME

מארכת: שרה פגין

אפשר לומר שהעבודה של האמנית מירי סגל, *The User Experience* (2011), מציגה דיוקן של תקופתנו, דיוקן שיכול להקרא כביקורת או פשוט כמציאות חדשה שעלינו לקבל. בצילום רואים את האמנית, כמו מדונה מתקופת הרנסנס, מניקה את בנה בזמן שהוא משחק באייפון שלה. דיוקן עכשווי וכן זמננו, בו העולם הדיגיטלי מהווה חלק בלתי נפרד מחיי היום יום שלנו ומשפיע עליהם, אם זה בהכרחות, בקניות, בהתקשרות עם חברים ועמיתים, בקריאה של מגזין אהוב. נשאלת השאלה האם ועד כמה העולם הזה, של האינטרנט ושל המדיה החברתית, משפיע על עולם האמנות? על הצורה בה אנחנו, כצופים ומשתמשים, צורכים אמנות? על תהליכי היצירה של האמנים ועל הנושאים שהם בוחרים?



Miri Segal, "the user experience", 2010, c-print, 67x100 cm

[9 Rooms \(September 2012 \[Hebrew\]\)](#)