

FORTUNE

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THE BUSINESS LIFE

MY IDEA OF **FUN**

MICHAEL LYNNE
Co-CEO, New Line Cinema



AND ANOTHER THING ...

"When I started, I read John Russell's *The Meanings of Modern Art*. I also recommend *De Kooning: An American Master*—it offers insight into a time when abstract expressionist painters were struggling."

The studio boss is a self-taught **art enthusiast** who collects work from emerging artists. He commissioned a piece by Barbara Kruger (above) to hang in New Line's Manhattan office.

— REPORTED BY CHRISTOPHER TKACZYK

SURVIVAL SKILLS

"Try to understand what elements make a work survive the test of time. I select art by how it engages me, intellectually or otherwise."

NO REGRETS

"I wish I'd collected some artists more than I actually did. But you can't collect everybody, and you really should not try."

GO GLOBAL

"In 1998, I was in China and there was an exhibition of young local artists. I bought seven pieces. Now they are being recognized here."

DIVERSIFY

"If you're going to collect emerging art, you're collecting broadly. Don't aim for big names and \$40 million impressionist masterpieces."