

Inside 'What Art Do Celebrities Buy': Atelier Privé's Research-Led Video Series on the Art Collections

What does a celebrity's art collection say about them? Atelier Privé's editorial team investigates, one acquisition at a time.

DUBAI, UNITED ARAB EMIRATES, August 26, 2026 /EINPresswire.com/ -- [Atelier Privé](#), the Emirates-based luxury lifestyle magazine, continues to grow "What Art Do Celebrities Buy," a reel series exploring the art collections of well-known public figures. Each episode follows weeks of research by the Atelier Privé editorial team, after which founder Arina Ponomareva shares the research.

The series grew out of a simple observation: that much of what people read online about celebrity art ownership is guesswork, with a name attached to a painting and a figure repeated across a dozen sites without anyone checking where it came from. Atelier Privé built "What Art Do Celebrities Buy" to answer that gap, grounding each episode in primary reporting rather than secondhand claims, drawing on auction records, exhibition histories, gallery statements and public accounts from the collectors themselves where possible. The result is a series that treats celebrity collecting as a subject worth taking seriously rather than a curiosity to skim past.

That seriousness shows in how each episode comes together. The research comes first and takes time, with the editorial team working through a piece's history before a single word of script is written, tracing where a work came from, how it moved through the market, and what its owner has said or shown about why it mattered to them. Only once that groundwork is done does Arina Ponomareva step in front of the camera to walk the audience through what the team



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has found, at a pace that favours depth over speed and holds up under closer scrutiny than most short-form content attempts.

The scope of the series is broad by design, looking at collectors across long, established careers rather than a single viral moment or a single headline-grabbing purchase. Some subjects belong to this century, and others to the last. However, the series treats both with the same care, since what connects them is not fame alone but the choices they made as collectors: what they bought, when they bought it, and what that decision reveals about their taste and their place in the wider art world. Each episode is built around a small group of related works, giving the team enough space to trace a collector's relationship to a piece rather than reducing it to a single fact or figure, to explain a collection rather than simply cataloguing it, and to show why a particular painting, at a particular moment, mattered enough for someone to want it.

That approach reflects how Atelier Privé already covers the art world elsewhere in its pages, having reported on institutions such as [Alserkal Avenue](#) and the new [Guggenheim Museum Abu Dhabi](#), as well as on the collectors shaping the market across the Gulf and beyond. "What Art Do Celebrities Buy" extends that reporting into a new, shorter format built for Instagram, where new episodes publish on Atelier Privé's account and sit alongside the magazine's wider coverage of the art market and private collecting, giving readers a second, more immediate way to engage with subjects the magazine has long taken seriously in print.

The series also reflects something broader about what Atelier Privé covers as a publication, since art is only one part of a wider picture. The magazine's readership, drawn from an ultra-high-net-worth audience across the Gulf region and beyond, is as interested in how the wealthy travel, dress, invest and build as in how they collect, and "What Art Do Celebrities Buy" fits into that larger frame as a look at how attention, money and taste show up in one specific decision, an art purchase, that says as much about a public figure as any interview might.

For Atelier Privé, the series is also a format statement, since long-form journalism and short-form video are often treated as separate disciplines built for different audiences with different expectations. "What Art Do Celebrities Buy" applies the same standard of research the magazine uses in its features to a format built for a scroll rather than a page turn, without lowering that standard to fit the shorter runtime, so that each episode is short enough to watch in a few minutes yet researched thoroughly enough to hold its own against a much longer piece.

New episodes continue to be released on Atelier Privé's Instagram. Readers who want the fuller context behind the series can find related coverage of the art market, private collecting and regional institutions across the magazine's other platforms.

About Atelier Privé

Atelier Privé is a UAE-based luxury lifestyle magazine serving an ultra-high-net-worth readership across the Gulf region and beyond. Its editorial coverage spans long-form features, interview-based journalism and short-form digital content across travel, fashion, wealth and investment,

design and the art market, with a consistent emphasis on verified reporting and access-driven storytelling.

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