



Biography Marsha Plotnitsky

Marsha Plotnitsky established Art & Concept at Herengracht 254 in 2012 to provide strategic and financial advice to entrepreneurs and independent creators post-crisis. The concept behind Herengracht 254 as an art center is to use architecture and curatorial projects for new forms of interaction with customers and the general public.

After a twenty-year career in business, primarily as Managing Director and Principle at the Wall Street firm Donaldson, Lufkin & Jenrette (DLJ), Ms. Plotnitsky spent ten years pursuing research interests focusing on politics, society, culture, and economics worldwide. While still at DLJ, Ms. Plotnitsky founded the not-for-profit Institute for the Cooperation or Art and Research (ICAR). To publicly launch ICAR in 1999, she conceived and, with the Dutch artist Rens Lipsius, co-directed the ICAR-Paris Art/Research 2000 Program, involving major artists Dennis Oppenheim, Vito Acconci, John Coplans, JCJ Vanderheyden, along with the École de Beaux Arts Paris (ENSBA) project led by the French art historian Jean François Chevrier.

Ms. Plotnitsky authored ICAR's publications and releases, and the program was critically acclaimed for a new way of profiling art and artists. In conjunction with ICAR, she has collected contemporary art (Robert Rauschenberg, Jan Schoonhoven, John Coplans, Henk Peeters, Rona Pondick, Dennis Oppenheim, et.al.). She has assisted artists in their careers since 1985, facilitating art book publications and museum shows at the Tate Gallery, The Israel Museum, MoMA, and MoMA PS1, where she also served as a board member in 1997.

Born in St. Petersburg, Ms. Plotnitsky moved to the US in 1976. She graduated summa cum laude with a BA in Linguistics from the University of Pennsylvania in 1978 and earned an MBA with high distinction from the University of Pennsylvania Wharton School in 1980. Prior to moving to Amsterdam, where she now lives with her daughter Inge-Vera Lipsius, Ms. Plotnitsky has lived and worked in New York and Paris.