

Alphafly: Redefining Aesthetic Appreciation

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By Caryn B. Keppler

Offit Kurman is pleased to share the latest episode of The Legal Canvas, the estate law podcast for creative minds hosted by trust and estates attorney Caryn Keppler. This episode welcomes Alex Lee and Damian Williams, co-founders of Alphafly, an aesthetic think tank built around a system for evaluating art, culture, and beauty known as the Alphafly Meter. Reflecting on the philosophy behind the work, Alex Lee described Alphafly's approach: "It was never intended to be prescriptive. Which is why it's not this is fly, but is this fly. So it's an opportunity for discussion." Over the course of the conversation, Lee and Williams walk through the five keys behind Alphafly's aesthetic compass — taste, creativity, detail, nuance, and self-awareness — and share stories from their work with institutions including MoMA PS1, the Guggenheim, the Whitney, and the Hirshhorn, as well as their ongoing collaboration with the Bobbi Anspach Studio Foundation. The conversation also explores the duo's mission to democratize access to fine art spaces for audiences who have historically felt excluded from them. The episode reflects the broader focus of The Legal Canvas, which each month explores the intersection of estate planning, taxes, and the arts for creators, collectors, and the institutions that support them.