

Morteza Zahedi, by contrast, faces a very different challenge as the owner of Tehran's Outsider Inn: after four years in business, he's still the only outsider art dealer in his region, he says.

"Introducing and selling the works of Iranian artists, both in the domestic and the foreign market, is not an easy task at all," he says. These artists aren't seen as a good investment in Iran, and he's trying to sell unfamiliar Iranian artists to foreign buyers.

For new dealers like Zahedi, OAF offers a crucial lifeline by way of cooperating with European and American galleries, which helps to cultivate a domestic market. Zahedi is offering works ranging in price from \$3,650 for small drawing/collage works by Salim Karami down to as little as \$850 for charming small wood sculptures by Abolfazl Amin.

As for Edlin, he's encouraged enough by the success of pandemic-era fairs in Paris and New York that he thinks his fair model may be easily spread even further.

"What's to stop us," he asks, "from doing an Outsider Art Fair L.A.?"