

# ALICE AMATI

Insistrum

'On the Gallery Floor with Alice Amati'

By Eleni Doulgeraki

July 3, 2023

## TRUM



Photo copywrites : Alice Amati Gallery.

## On the Gallery Floor with Alice Amati

After immersing herself in the vibrant art scene of London and gaining valuable experience in various galleries, Alice Amati was compelled to forge her own path. Driven by her international background and a deep understanding of different gallery models, she set out to create a space that would resonate with the transnational mindset of her generation. Her vision was to bring together artists from diverse backgrounds, each with their own unique approach to art, and foster a dynamic and interconnected creative community. With a focus on her inaugural exhibition, Alice carefully curated a group of four artists whose paths may have never crossed due to their geographical locations. Hailing from different corners of the world, these artists explore a contemporary perspective on painting, bridging the gap between tradition and experimentation. Their shared dedication to unconventional

# ALICE AMATI

painting processes creates a cohesive narrative that weaves throughout the exhibition, capturing the attention and imagination of viewers.

Welcome to "Infinite Loop," an exhibition showcasing the captivating works of Danielle Fretwell, Dion Rosina, Ugo Sebastián, and Ben Zawalich. This extraordinary display defies traditional conventions, seamlessly blending classical and contemporary imagery to ignite a captivating visual dialogue that challenges our preconceived notions of image consumption. Embracing the art of appropriation and the mediation of visuals, these visionary artists push the boundaries of painting, leading us into uncharted realms of innovation and exploration. As you navigate through the exhibition, a tangible tension lingers in the air, inviting you to approach the artworks with contemplation and intention. In a world overwhelmed by fleeting digital imagery, these artists implore us to slow down, reacquaint ourselves with the intricacies of picture-making, and savor the nuances of each brushstroke.

"Infinite Loop" stands as a testament to the enduring relevance of painting as a medium, seamlessly woven into the fabric of our collective consciousness. It beckons us to embark on an eternal journey where time becomes blurred, and the cyclical nature of creativity unfolds before our eyes. Step into this immersive realm, where the infinite possibilities of art become tangible, and the resonance of each stroke reverberates through the corridors of our perception. Allow yourself to be captivated by the intertwining narratives, the thought-provoking imagery, and the endless potential that lies within the boundless realm of artistic expression.

Tell me about the motivation behind establishing your own gallery.

One aspect that greatly interested me was the opportunity to work with artists of my generation whose work I felt very connected with. While working in other galleries, I often had to align with someone else's vision, limiting my freedom to explore and curate my own research. Establishing my own gallery provided me with the freedom to bring in artists that I truly believe in but who may not have had the chance to showcase their work in London yet. Many emerging galleries tend to focus on artists in close proximity to their location, but I wanted to challenge that norm and embrace a more diverse and global approach. This desire to break free from geographical limitations is an important aspect of the gallery.

Would you like to share some of the challenges you faced when you started the gallery?

When starting a gallery, the most stressful aspect is managing the operational side of setting up a new space, from dealing with solicitors to construction company. Not necessarily a challenge but something that can take time, it is conveying your mission and vision to artists who may be unfamiliar with your project and background. Building trust and establishing strong relationships with artists, and with peers alike is essential to ensure longevity. However, forging these connections is a long and continual process that doesn't happen overnight.

Any your plans for future growth and development? Are there any particular goals you are aiming to achieve?

Currently, my primary focus is on developing a strong program for the gallery. I believe that in order to grow and succeed, it is crucial to have a program that reflects one's own vision. I have already planned out the shows for the upcoming year, and starting from September, I will be transitioning to more solo shows and two-person exhibitions. It is especially exciting for me because most of the

# ALICE AMATI

artists will be having their first solo presentations in the UK. I am very much looking forward to working with them and for people to engage with their practices on a deeper level. Additionally, I have plans to participate in art fairs starting next year, which will provide a platform for both the gallery and the artists to gain international exposure. Furthermore, in the coming months, I will be announcing the gallery's roster of artists with whom I will be working very closely.

What kind of influence do you envision having on the art scene through the establishment of your gallery?

My main aspiration is to provide unwavering support to the artists I collaborate with the desire to foster their growth and development, particularly at critical stages of their career. Through our collaboration, I hope to provide them with the means to continue honing their craft, pushing the boundaries of their practice, and making long-term contributions to the art world.

What advice would you give artists coming out of art schools?

One piece of advice I would give to artists starting out their career is to prioritize personal interactions and networking opportunities. Instead of sending emails to galleries, I encourage artists to attend private views and introduce themselves in person. Also expanding their network of peers is very useful and residencies are a great way to do that. Keeping one's website updated and using social media it is also very important as these are often the first platform through which people will come to discover your work.