

# FINE ART GALLERY

Witness the trendy and modern art of Paris and New York for the first time in Asia at Art Gallery Bangkok.



Perplexing as it may seem, it often takes a foreigner to jump-start a creative process in Thailand.

In a drive to instill a new impetus into Thailand's art scene, a French couple has introduced Western art in Bangkok, sharing their adoration for contemporary paintings and sculptures with the city.

With a passion for trendy fine art, Helene and Cyrille portray their zeal in their ambition to educate, enlighten and entertain Southeast Asian people whom are enthralled about modern and contemporary art, through the discovery of their individually selected pieces from elite international artists.

Hidden in the depths of Ruam Rudee Soi 2, is an inviting tropical Thai villa where a permanent exhibition is held. Amidst a tranquil and serene ambience that mirrors all things Thai, one is able to browse through the works of modern and contemporary Western artists in the showroom, at their leisure. You may even stroll through the garden, which brilliantly replicates a tropical haven, or lounge in a magnificently-lit patio with a refreshing drink.

The artists represented have already gained exposure and been promoted across Europe and America through their international gallery partners located in Paris and Lyon, New York, USA and Tel Aviv. Despite their affiliates being dispersed in the majority of Europe and Canada, they are unified in their zest to assist artists in helping to focus and develop their art talent. Advantageously, the artists have had the unique opportunity to enhance their careers and are delighted to be able to reveal their expertise.

Currently with a limited number of hangings showcasing two prominent European artists, Alan Berg and Marie Schem, the walls of Art Gallery Bangkok are to be bejewelled with art that beguiles, challenges and those that redefine modern taste.

The artists have a keen eye for aesthetics, sensibility and convey this in a manner of individuality and a matchless approach.

Of notable mention are Alan Berg's cutting-edge series of serigraphy on canvas, in which the artist creates an assemblage of iconography from pop-culture: symbols, text, posters, mythical stars and celebrities of the world, thrusting him forth as the leading pop artist of today.

Contrastingly, vibrant and violent shades of colour, emotions and features swift across the canvases in Marie Schem's depictions of subdued portraits. Influenced by her dual culture, she questions identity, detachment and the concealed.

Being the sole agent in Asia, Bangkok is the solitary location where one will have the opportunity to discover these renowned artists. When asked why Bangkok was the premier location for the gallery in Asia, Helene and Cyrille complemented the country's vibrant art scene in comparison to that of other large international cities. Bangkok is considered to be the ideal location, as with its valuable ties between Japan, Hong Kong and Singapore, larger numbers of people are favouring spending the weekend in Bangkok.

On a visit to the city, the couple encountered several of the local artists, observed the art scene and absorbed the culture. Having spent a significant period of time in the metropolis analysing the market, they saw enormous potential in situating their endeavour here and launching the promotion of the most influential and radical artists in Southeast Asia.

Being the hub of creativity, Bangkok's local and contemporary art scene is awash with skill, thriving and pulsating with new flair and inspirations. Whilst Thai modern art is accomplished and varied, following both Western ideals and fashioning its own inimitable path, Helene and Cyrille believe that the art market in Bangkok is typically focused on Asian contemporary artists. For this precise reason, Art Gallery Bangkok strives to endow the arena with a focus on Western artists, presenting a realm that is celebrated, dissimilar and progressive.

With such events, Bangkok's cultural confidence will continue to flourish under the artistic influence of outsiders, whilst still maintaining a strong cultural commitment to their own country.

Because contemporary art relates to our everyday life and experience, the audience should be able to benefit from the insight it offers. With more of the young Thai generation pursuing their education abroad, art appreciation will undergo a radical change. As Cyrille stated, "no one needs to buy art, you don't need art to live—you have to like it." Art Gallery Bangkok thus caters to this high-society segment, and expats—not to mention the mere art enthusiast with knowledge of the field or chic trends, whom seek for fresh and innovative collectables.

It is believed that as the number of successful businessmen and women increase, Thailand will become more dependant on the number of wealthy people. This is viewed to increase the number and demand for luxury and extravagant items in the market. Households will seek products with a modern aesthetical elegance and perhaps the most frivolous, opulent item to purchase or invest in are contemporary artwork. It is here that Art Gallery Bangkok presents the opportunity to enlarge your own private collection or indulge in a new lifestyle environment.

Since its opening in November 2007, Art Gallery Bangkok has already made its mark in the country's art arena by participating in the first ever *Millionaire Expo*, at Siam Paragon. Adding on to their distinguished profile in the near future, Art Gallery Bangkok will be exhibiting their works at the French Embassy and hopes to continue organising events and participating in expos.

Unquestionably, such an initiative is bound to bestow a tremendous boost to Bangkok's art scene by establishing cross-cultural ties between the East and the West, creating a broader perspective for local art enthusiasts.

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