

ESP Cultural Magazine Joël Andrianomearisoa

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1. The risk with a market driven art world is the decline of creativity and energy. It is always hard to balance 'commercial' pieces and statement works. Recently we have seen a large number of new collectors and private initiatives in the market, offering a new dynamism to the art world, but I worry it could become oversaturated. The pandemic has had many negative aspects, but as a positive it has given us time: time to think, time to search, time to wonder if it may be time for the market to breathe, a sense of slowing and to allow appreciating art for its true creativity.

2. We have to see, experiment, touch and feel art. A good synergy can be created between online and offline, however it is dangerous to separate them and see them as unconnected. The answer is a mix in the question. It is all about the experience. Online must be a tool to jump into the Offline and to go see art and live it. Visual desire is the key, but physical emotion is the purpose.

3. We are starting to see shared ownership. I am still learning to understand this system, but it is an interesting way of acquiring art, especially when you have limited means. It can be a good introduction to collecting. The true question is how will the notion of collecting evolve? It is not really about how you acquire art, but about the reason and the intention behind it. Things have changed a lot. A market driven art world has brought a large number of investors compared to true collectors.

4. Creativity is key. Artists should feel free in their work. As long as creativity is preserved, I only have hopes for us, for the world.