

# SAM ART PROJECTS

Sandra Hegedus

FOUNDER AND PRESIDENT

## WHAT HAS INSPIRED YOUR

### CHOICES AND WHAT TRIGGERS

### YOUR CURIOSITY AND ARTISTIC

### INTERESTS?

Julio Villani is a very established Brazilian artist and I thought

his embroideries needed to be shown to European collectors and art lovers here in Monte Carlo. I have always been astonished by the lack of permeability between the main art market countries and the countries that remain outside this axis. Established artists from South America, Africa or Asia are sometimes ignored by Europe and North America although they are very well known in the countries where they come from.

## WHAT ARE YOU ABOUT TO

### PRESENT AT ARTMONTE-CARLO

### THIS YEAR?

Under the invitation of artmonte-carlo 2017, SAM Art Projects chose to give *Carte Blanche* to Brazilian artist Julio Villani (b. 1956), who has been living and working between São Paulo and Paris since 1982. *Emotions' Clothesline* can be read as a "broken book": a mosaic of theoretic, emotional and geographic references - a cartography of multiple lines. Rambling through different countries and eras, its soft surfaces have been conceived to accumulate experiences and re-orientate themselves at every new step. As a skin doomed to reveal its own scars, they are meant to lastingly carry the artist's indelible marks.

## CAN YOU PLEASE

### DESCRIBE

### YOURSELF, YOUR

### ROLE IN THE ART

### FIELD AND YOUR

### FUTURE PLANS?

I can say I am an enabler, who helps artists from non-European countries to develop and promote their projects in Europe,

especially in Paris. For this purpose, I created in 2009 SAM Art Projects, a non-profit organization aimed to encourage artistic exchanges between the North and the South, the East and the West. SAM Art Projects brings human and financial support to contemporary artists based in France or in countries located outside major art market locations. The project is structured around a Prize — The Prix SAM for Contemporary Art — which awards each year a French artist who works in a non-European country; and several Residency Programs for foreign artists in Paris. These two axes give birth to regular exhibitions at the Palais de Tokyo, in Paris. My future plans are to continue the good and long lasting work.



Sandra Hegedus

SPECIAL EDITION

BeArt

THAT'S CONTEMPORARY

ARTMONTE-CARLO 29-30/04/2017

# WHAT VALUES GUIDE INSTITUTIONS TODAY?

THREE QUESTIONS ASKED AT ARTMONTE-CARLO SALON D'ART

BeArt is a reward-based crowdfunding platform for art creators and lovers. It works directly with artists, art institutions and other cultural producers to help fund design campaigns that engage backers - people who love art and want to support the production of new artworks. Backers can fund and develop both existing emerging talents, as well as new projects by well-established artists and professionals.

Since 2012, that's contemporary and That's Art are the foremost guide for contemporary art spaces, exhibitions, events, and practices in Milan. that's contemporary designs and curators editorial production online and on paper, as well as conceiving, organizing, executing, and communicating events for art spaces, cultural institutions, and private companies. that's contemporary is launching its spin-off that's experience for private and companies.

MAINSPONSOR

ALJESH

TRANSPORT SOLUTIONS

Your Fast Outsourcing Shipping Office