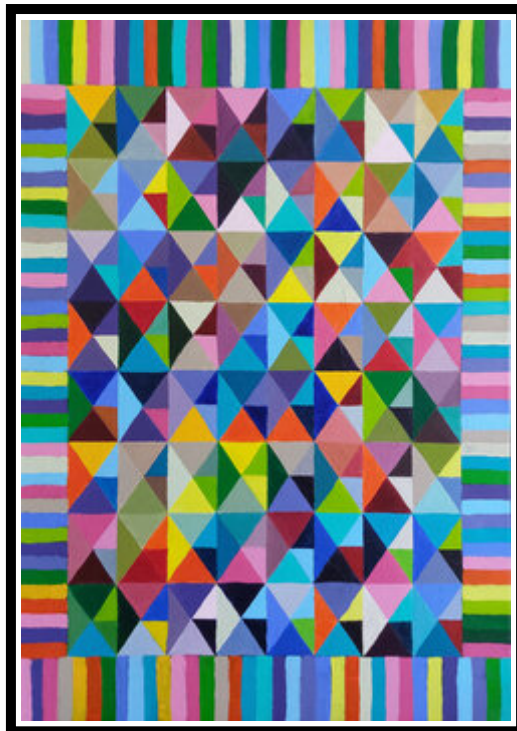


Diversity #8



Diversity #9



Diversiteit #11



Men on stage



People in the spotlight



Healing of the heart



Clouds in my head



Together alone



Alterego



Diversity #12

Reviewed by



Ohana Nkulufa (Almine Rech)

on 10/15/24

Ohana Nkulufa is a dynamic professional in Sales and Artist Relations at Almine Rech in Brussels. With a strong entrepreneurial background as the founder of LenArt, she champions the democratization of art acquisition through innovative financial solutions. Her extensive experience includes leading events and fairs at MARUANI MERCIER and managing artist relations at The Skateroom. Ohana's expertise spans across gallery operations, project management, and international art markets.

Section 1: Technical Review

The first part of the feedback focuses on your technical skills. The reviewer gave his opinion on the quality of your craft (e.g. color palette, shape, texture, size, technique, framing, and composition)

How do you assess the artist's technique in terms of colors, shapes, texture, and size, as well as used material, medium, and process?

The artist showcases a variety of techniques across the three works, using a combination of abstracted forms, detailed portraits, and geometric patterns. The first two pieces use muted, desaturated tones and heavy textures, likely achieved through layering and mixed media, while the third and fourth are a colorful, geometric abstraction emphasizing flat, bold color. The artist's versatility is evident in their ability to work both with representational and abstract forms, as well as to alternate between textured and smooth surfaces.

Section 2: Artistic review

The second part of the review focuses on the artistic and aesthetic aspects of the portfolio.

What is the strength of the portfolio?

The strength of this portfolio lies in its versatility, emotional depth, and control over texture and color. The artist moves effortlessly between abstract figures, detailed portraits, and geometric abstraction, all while maintaining a consistent underlying mood and technical proficiency.

My favorite artwork is "Clouds in my head (STORIES, 20/07/2024). Here's why it exemplifies the portfolio's strengths:

1. Emotional Depth:

Expression of Isolation or Containment: The woman's face appears confined within a frame or window, giving a sense of emotional isolation or self-reflection. This evokes a surreal, haunting feeling, demonstrating the artist's ability to convey deeper emotions with minimal visual elements.

Subtle use of color: Although the palette is largely grayscale, the slight flush of pink in the face and the muted orange of the lips contrast beautifully with the neutral tones, guiding attention toward the central figure's emotion.

2. Mastery of Texture:

Crinkled Surface: The rough, crinkled texture adds a layer of intrigue, almost as though we're looking at an old, weathered photograph or painting. This tactile element complements the emotional intensity of the piece and suggests that the artist isn't afraid to experiment with mixed media or textured surfaces.

Delicate yet Bold Brushstrokes: The contrast between the smooth areas of the face and the roughness of the surrounding areas shows great control over texture, blending realism with abstraction.

3. Balance between Abstraction and Realism:

The portrait maintains just enough detail to anchor it in realism but leaves large sections of the canvas open to interpretation. For example, while the eyes and lips are painted with clarity, the face's upper section begins to dissolve into the textured background. This tension between what is revealed and what is hidden makes the piece intellectually engaging.

4. Versatility in Style:

Compared to the other works, especially the geometric third piece, this portrait demonstrates the artist's ability to work in a variety of styles. The portfolio's range—from textured abstractions to sharply delineated patterns—highlights the artist's broad technical skill and adaptability.

Where does the reviewer see the possibility for improvement?

The artist has a strong foundation in abstraction, texture, and emotion, but pushing the boundaries of composition, color, and narrative clarity could enhance the impact of future works. By integrating these areas of improvement, the artist could further refine their voice and create even more engaging, dynamic pieces.

The artist already excels in abstraction, texture, and emotional expression, which are challenging and essential elements in contemporary art. However, pushing the boundaries in key areas—such as composition, color, and narrative clarity—could elevate their work to a new level.

Who or what can you follow and study, or get inspiration from?

Here are some examples that can be interesting for you:

Experiment with larger color fields or blocks, much like Rothko's work, to create more emotive abstract backgrounds in both figurative and non-figurative pieces, like Mark Rothko.

or think about Bacon's bold, expressive approach to human figures could inspire the artist to explore more intense emotions or psychological depth, adding more narrative tension to their characters.

and a last inspiration can be Incorporating more gestural, spontaneous brushwork or exploring different materials (like sand, glass, or textiles) into the artwork could lead to deeper textural experimentation as in the abstract expressionism.

Section 3: Promotional review

Where do you see the artist on the art market in terms of audience, pricing, and estimated market potential?

Based on the complexity of the works, which are abstract but involve textured, layered techniques, the artist could likely start pricing small-to-medium-sized works (e.g., 30 x 40 cm) in the range of €500 to €1,500. Larger works (above 100 cm) could be priced between €2,000 to €5,000, depending on the medium and complexity.

With more focus on narrative clarity, exploration of larger-scale works, and continuous improvement of techniques, the artist can gain a strong reputation within the abstract and emotional art sectors. Their work could appeal to both private collectors and corporate buyers looking for original pieces that blend emotional depth with modern aesthetics.

Conclusion

Finally, what would be the one piece of advice you would give this artist, regarding the objective of this review?

The one piece of advice I would give this artist, is to embrace narrative clarity while maintaining the emotional intensity that already defines their work. By refining the storytelling aspect—whether through subtle symbolism, more deliberate compositional choices, or exploring new color dynamics—the artist can create a deeper connection with viewers, elevating the overall impact and market potential.

This balance of abstraction and clear narrative would help the artist stand out in the competitive contemporary art market, drawing in both collectors and curators who seek emotionally resonant yet accessible works.