



AMMA

Athenessa Mallorca Maison d'Art

Patronage in support of artistic production

I/CONCEPT

Nomadic gallery, place of cultural exchange, artists residency, **Athenessa Mallorca Maison d'Art - AMMA** - offers a new type of artistic experience in a place entirely revolving around arts in a small village on the island of Mallorca.

Vanessa Virag, founder of **AMMA**, stages the works of the artists she represents throughout the property and thus offers visitors an extraordinary immersive experience.

Far from traditional galleries, **AMMA** is a place apart, alive and evolving, where art is presented like "at home" and where the direct relationship between the artist and the collector is privilege, reinvented, rediscovered.

Located on the island of Mallorca in the Balearic Island, **AMMA** enjoys an idyllic setting in two separate buildings entirely renovated around Art, in the heart of the lively village of Cala Murada.

Opposite the main house is the second building comprising the workshop of Artiste Ouvrier, co-funder of the project, the artist area and the patron area, all overlooking the beautiful courtyard.

AMMA's goal is not only to promote artistic production but also to create a direct link between artists and collectors in the two dedicated spaces.

The patron area, an independent apartment of 70M2 above the workshop, allow collectors to come and spend time in the presence of the art and/or the artist of their choice.

The artist space, a small independent studio on the garden, with an outdoor workspace, allows the artist to come and meet collectors, to carry out workshops or residencies.

The goal is that the money that collectors/patrons spend is used non only for the operation of the place but to partly finance the residencies of artists on site.

II/ THE ARTISTIC IMMERSION PROGRAM

1/ Artistic immersion: live an extraordinary experience in the middle of works of art during a stay in the patron area, above the artist's studio

2/ Tailor-made immersion: live among the works of the artist of your choice during your stay

3/ Immersion in the presence of the artist of your choice: for a day, a dinner or a stay.

4/ Workshop with the artist of your choice

5/ Rental for private event

6/ Long-term rental (from 30 days): the patron area.

III/ THE ENVIRONMENT

AMMA is ideally located in the center of the village of Cala Murada, 50 mins away from Palma international airport.

Hotels, restaurants, bakery, spa, small shops and dream beaches are all within walking distance.

IV/LES FONDATEURS

Vanessa Virag

After working in art galleries in NYC and as an interior designer, Vanessa started representing artists 10 years ago from her showroom apartment in the 10th arrondissement, an innovative concept at the time. Collectors coming to discover and buy artworks in a private setting outside the classic circuit of art galleries that are often too formatted and intimidating. She then moved the concept to Pondicherry in India where for 3 years, she organized artist residencies and exhibitions at her home, putting artists and collectors in direct contact. Over the past three years, the nomadic gallery has settled in California, in Los Angeles and Malibu, with two gallery spaces, before continuing its journey to Mallorca for a new adventure and a return to the original concept; support the artistic production.

Artiste Ouvrier is one of the first stencil artist to have claimed stencil art as a full time job more than ten years before the street art wave. He contributed with the creation of WCA Free University of Stencil Art in 2005 to train young artists who are now recognized on the

international scene. His rereadings of classic works have been recognized as original works not only by many collectors for more than 20 years but also by institutions such as the Museums Quarter in Vienna or the Espace Dali in Montmartre.

Long inspiring or participating in self-produced events such as the Stencil Project 2004, Difusor Barcelona 2007 or Street Poker 2013, Artiste Ouvrier is increasingly represented in galleries such as Brugier Rigail Paris, Outsiders Rouen, Janarnold Vienne and of course Athenessa Gallery Los Angeles and Malibu.

He has participated in numerous contemporary art fairs such as Art Elysées in Paris and LA Art Show in Los Angeles.

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