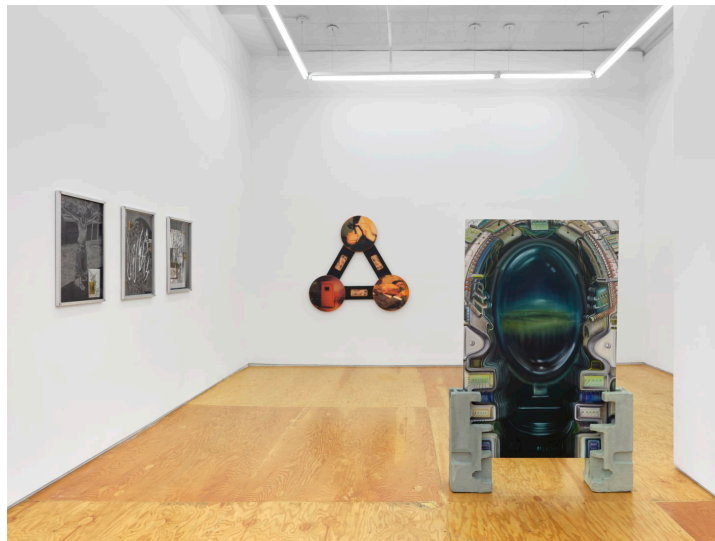


Why open an art gallery now? Meet the new generation of art dealers defying the gloom

by Anny Shaw
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Launching or running a small gallery today comes with its own unique set of challenges: global political unrest, an art market slowdown, and shifting tastes among a younger generation chief among them. But the current climate also presents opportunities for emerging businesses. In May, Martin Brémond joined cadet capela as a partner having worked at Almine Rech and Perrotin for just over a decade. Going from bigger galleries to small means he can be closer to ‘what matters,’ Brémond says, adding: ‘Big galleries are so constrained by financial rules, they don’t really take that many risks.’

Cadet capela has a relatively political program – artists tackle topics from Black Lives Matter to Queer identities. Next year it will show works by the pioneering feminist artist Betty Tompkins, her first solo show in Paris (Tompkins has worked for many years with the trailblazing gallery P·P·O·W in New York). Capela says the goal is ‘to stay relevant, but not be trendy.’ He thinks it is a particularly exciting time to be in Paris. ‘There are lots of good artists living in Paris now,’ he says, though notes that there is ‘a limited pool of French collectors – they don’t grow on trees.’

Margot Samel



Margot Samel worked in galleries for 14 years before opening her own eponymous space in New York's Tribeca two years ago, around the time the market first showed signs of slowing. 'It's been a hustle for me since day one,' Samel says. 'But I do think, in the long run, it's healthier to start a gallery in a climate where you just learn to do things on a shoestring budget, versus having to adjust later on.'

Presenting artists from the Baltic region has been a major focus for the gallery; Samel's last exhibition was organized by the Estonian curator and gallerist Lilian Hiob and featured six artists including Nina Hartmann, Jaanus Samma, and Tai Shani. Samel says collaborating with other galleries has been a way 'to realize ambitious projects without lavish budgets.' Her current show is being mounted in tandem with the Montreal gallery Pangée.

Describing the current climate as 'incredibly competitive,' Samel says that 'having a community around me that is supportive rather than competitive is a huge source of comfort.'