



Anna la Fonta

Curator and Art Advisor - Contemporary Art

Paris, France

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Languages

English (Fluent)

French (Native)

About

BRANDS WORKED WITH

Bonhams

Château de Versailles

Christie's

CMS Collection

MENART FAIR

Prix ICART Artistik Rezo

Experience

● Project Manager - Contemporary Art

CMS Collection | Sep 2022 - Now

CMS Collection was born from the desire of three friends and passionate collectors, Joanna Chevalier, Hervé Mikaeloff and François Sarkozy, to build a joint collection and develop a platform to support contemporary artistic creation.

Drawing on their strong experience in the art world, we support artists throughout their artistic careers.

The development and production of artistic projects are at the core of CMS Collection's commitment to promoting and recognising the work of its artists. To this end, CMS showcases the work of the artists with whom we collaborate at art fairs (e.g. Asia Now Paris), initiate exhibitions in museums (e.g. Guimet Museum in Paris, Correr Musuem in Venice) and public and private institutions (e.g. Château La Coste in France), and collaborate with international galleries (e.g. PACE Gallery, Mor Charpentier, Laffanour / Galerie Downtown Paris).

The artists currently supported by CMS Collection are:

Anas Albraehe, Marcella Barceló, Huong Dodinh, Nabil Nahas et Yunyao Zhang.

Duties: organization of exhibitions and management of the Collection founded by J. Chevalier, H. Mikaeloff et F. Sarkozy

- Artist liaison

- Exhibition organisation: from the selection of artworks to their sale (managing budgets, contracts, transportation, scenography, and communication)

> Le Molière (2023): group show of 5 artists in collaboration with Laffanour Galerie Downtown / Paris & Paris + by Art Basel.

> Château La Coste (2023): double exhibition featuring the artist Nabil Nahas.

> Asia Now Fair (2022): Anas Albraehe's Solo Show

- Sales management and commercial follow up with collectors



● Mediator

MENART FAIR | May 2022 - Jun 2022

MENART FAIR is the international modern and contemporary art fair dedicated to artists from the Middle East and North Africa - and selected by leading galleries.

Role:

- Mediator during the art fair

- VIP relations



● Junior Specialist – Department Director's Assistant

Bonhams | Aug 2021 - Feb 2022

• Preparation of 4 auctions: valuation of works, writing of texts for the sales catalogues, condition reports, photo shoots, exhibition scenography, inventories.

• Customer relations: targeting prospects and leading guided tours of the exhibition spaces.

• Sales: telephone bids for all the firm's auctions.

● **Art Curator**

Prix ICART Artistik Rezo | Oct 2020 - Sep 2021

Contemporary art prize dedicated to emerging artists.

Artist selection and supervision throughout the different stages of the exhibition.



● **Project Manager: International Promotion of the digital touring exhibition « Virtually Versailles »**

Château de Versailles | May 2019 - Oct 2020

- Coordination of the financial and legal aspects of the partnership contract: negotiation of an € 8 million agreement.
- Planning for launch in 8 Chinese cities, starting with Shanghai.
- Production of digital content: movies aimed at Asian audiences, re-design of the "Versailles" accounts on WeChat & Sina Weibo



● **Project Manager's assistant: 1st edition of « Virtually Versailles » exhibition in Singapore**

Château de Versailles | Feb 2018 - Sep 2018

- Organization of the exhibition and coordination with the local production agency: concept & design of the exhibition in 5 « pillars ».
- Creation of personalized digital content tailored for audiences unfamiliar with Versailles' world.



● **Specialists' Assistant - Asian 20th century and Contemporary Art**

Christie's | Aug 2017 - Feb 2018

Organisation and follow up of the Autumn auctions in Hong Kong

- Research and writing of texts on the artists and their works for the auction catalogues (bibliography, provenance, ...)
- Writing of comparative sheets for the valuation of works and condition reports after expertise.
- Design and implementation of the exhibition scenography.