

In **PÚBLICO** Ano 1 NÚMERO 37 **DIA D** p. 34, May 29, 2006

Translated from Portuguese by Daniel Boyce

Perfil

Caroline Pagès

NEW MARKET

There's a new model of relationship between artist, agent and market. It makes its debut in Lisbon with The Artroom.

By Cláudia Almeida

The concept of an agent for contemporary artists is a new one in Portugal. This is what Parisian Caroline Pagès is doing with her project The Artroom: she is the intermediary between the artists she represents and the places that exhibit art. Using this format Caroline not only exploits contacts to promote her portfolio of artists, but she also organises and produces specific samples in a variety of spaces – both public and private. Her aim is to introduce new foreign artists (both newcomers and the renowned) to the Portuguese market and simultaneously introduce Portuguese artists to the international market. The objective is to establish links between the different sectors of the contemporary art market: on one level galleries, art centres, museums, curators and museum keepers and on another collectors, art critics and the specialised press.

The Artroom is the name of her agency and she started it up in Portugal based on her belief in the progressive weight and international dimension of Portuguese contemporary art, be it on the level of newcomers to the market, be it on the level of experienced and well-known artists. Caroline first came to Portugal to teach English at the French School in Lisbon in 1998. Since then she has explored the national contemporary art market and considers the number of gallery remarkable “considering their size”.

These are all good reasons for founding her agency for contemporary visual art in Portugal. The agency is currently working with Marta Wengorovius, Pedro Portugal, Barbara Lessing, Manuel Gantes, Jean-Christian Bourcart, Jeanine Cohen, Cara Judea Alhadef and Catherine Pavageau. The agency works in a multitude of areas, including photography, painting, drawing, objects and other site-specific works.

Belgian artist Jeanine Cohen's first exhibition in Portugal was specially created for The Artroom's showroom space, a space that resides on a second floor in Lisbon's *Campo de Ourique* district. From June, anyone who visits The Artroom can see a series of works by Marta Wengorovius – her last solo exhibition took place in 2003. And this is just the beginning of a business...with art.

WHO?

Caroline Pagès

Age

35

Married, 1 son

Profession

Art Agent

Background

Master's in American Studies (19th and 20th century)

Diploma in English Teaching

Hobbies

Visiting exhibitions and reading