

Grayson Willis (Art Fair Coordinator at David Zwirner)
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Grayson Willis is the Art Fair Coordinator at David Zwirner in New York, overseeing logistics and gallery representation at major international fairs. With previous roles at West Chelsea Contemporary and The Armory Show, she brings extensive experience in gallery management and art fair coordination. Her background includes liaising with top artists and collectors, making her a key player in the contemporary art scene.

"I believe that Maria's technique reveals a sophisticated use of colour, shape and form, creating a vivid and emotionally charged experience in each piece. Her choice of medium also enables her to experiment with texture and translucency, using a process of layering to build complexity within the composition.

I think that Maria's thoughtful application of light and shadow is a strength and adds drama to the works. In many pieces, the figures appear to emerge from or disappear into the canvas. Her technical control of the medium not only demonstrates her skill with the brush and paint but also helps to evoke the emotional weight in the stories. For instance, "Meine Pferde, meine Frauen, meine Rosen", evokes a multidimensional space, where diverse textures and brushstrokes interact seamlessly.

(...)

I think that Maria's audience must be comprised of collectors who appreciate complex and idealistic narratives. As an emerging artist with such a niche appeal, I feel that the price point of €25,000 to €30,000 is a bit of a reach. To attract a broader range of buyers, it might be beneficial to consider more accessible pricing strategies. This could help build a foundation of support and interest, and hopefully pave the way for future pricing growth as her reputation develops.

After reading Maria's statement, I agree that her approach makes it challenging to tap into a broad market of collectors who may be more interested in contemporary trends or decorative, less niche pieces. By focusing on positioning herself in contexts where her work can be seen by those seeking out more avant-garde and meaningful art is probably key. For instance, galleries that specialize in surrealist or abstract work, or those that cater to philosophically inclined clients, would be ideal. I also think that partnerships with buyers or organizations are plugged into these niche markets."