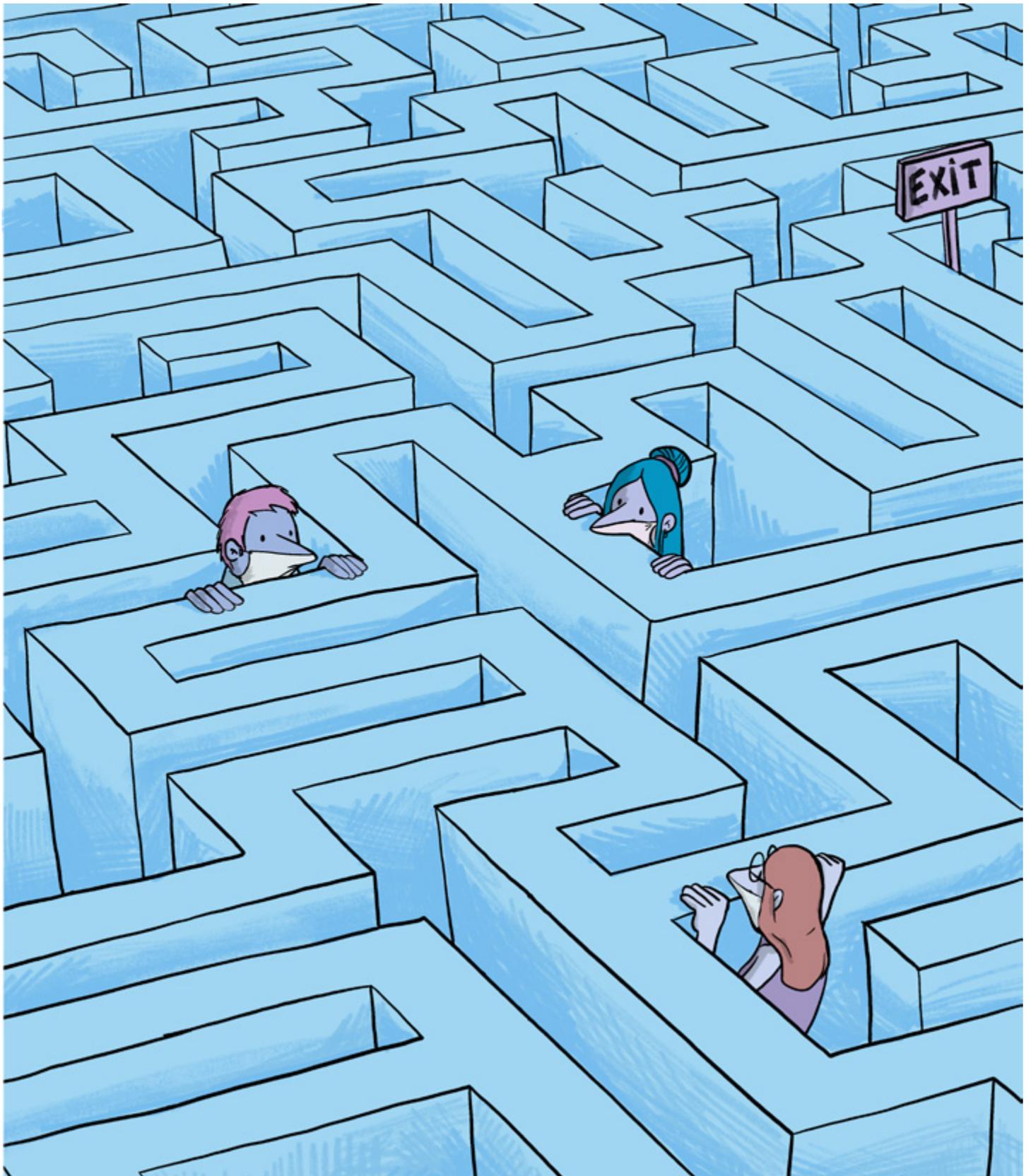


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A NEW WAY OF COLLECTING CONTEMPORARY ART: FROM THE GALLERY TO YOUR PHONE

Laura Obiols

Talking to the young and talented Clara Andrade gives you an immediate energy boost and makes you realize from minute one how knowledgeable and passionate about arts she is. Together with Blanca Pascual they have developed La Pera Projects, an innovative concept that was launched during COVID in June 2020. Both Clara and Blanca are based in New York after following an international professional journey that included London, Toronto and Portugal.

La Pera Projects is the first mobile art collecting platform that uses WhatsApp as its main broadcast. *“The Collectors circle is free and to join, you just have to save the phone number +1 (212) 731-4397 and send a WhatsApp message with the keyword Pear (or Pera to receive the content in Spanish).”*, explains Clara, one of the main founders. Every two weeks, each member would receive an emerging or established artist, with a briefing of the artist practice and 5 artworks for sale, all under \$600. The member can use it for information or buy the piece if he/she desires. There is no member fee and you can leave at any time.

It was created as an alternative model to connect with the general public, as opposed to traditional channels, such as galleries and auction houses — which tend to be inaccessible for first time collectors or collectors that do not want

to spend a fortune. Its founders realized about a growing disinterest of new generations in collecting art — due to outrageous prices and the feeling of not belonging to a world that seems elitist and distant. Their goal is to make art collecting more accessible for all.

They started on the 7th of June this year presenting the work of the British established painter Ben Walker (1974 Chester, UK) who lives and works in Kent, has exhibited widely in the UK and won the Jack Goldhill Painting Prize in 2012.

The Collectors Circle, in just 5 months, has more than 1000 active members, from 5 continents and 25 different countries. Sales exceed 85% of the



Paz Bardi - S/T, 2019



Paz Bardi - Caza de Conejos, 2019



Ben Walker - The open songbook, 2018

featured works with pieces that vary in technique and theme: from the expressionist abstraction of Leticia Sampedro, a Spanish-born artist, to the monochromatic hyperrealism of the Icelandic Karen Pálsdóttir. The watercolor-feel of the oil paintings by British artist Ben Walker; the fluidity of the brush of the Argentinian Paz Bardi; or the photographic series by Colombian Laura Jiménez Galvis.

They have established two official languages in their project: Spanish and English. They felt that although in the US and UK there are over 60 million Spanish speakers, language is not always properly represented. The platform is open to everyone, worldwide.

“Our mission is to inculcate a passion for collecting contemporary art, making it a fun and enriching experience.”, concludes Clara with a smile in her face and a head full of ideas and excitement.

www.laperaprojects.art

[@laperaprojects](https://www.instagram.com/laperaprojects)

La Pera Projects:

Clara Andrade (Vigo, 1989) and Blanca Pascual (Pamplona, 1990) are the young brains behind La Pera Projects. Both based in New York, have been working in the art market for nearly 10 years. Clara is the Director of a contemporary art gallery on the Lower East Side, and Blanca works as a consultant and intermediary in modern and postwar art transactions. Clara also holds an executive position at a contemporary art fair that takes place in Miami and San Francisco.



Laura Jiménez Galvis - From the series “The Anatomy of Melancholy” (Arc), 2013