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Chic Arts with Farah Camperio

She started her bespoke art as friends over for coffee would look at her walls and say 'will you do that for me?' Born in Brahrain, raised in London and Geneva based for nearly a decade, Farah Camperio is now in demand from private commissioners, has gallery representation and has been called the next Sylvie Fleury.

Interviewed by Ruby Boukabou

Farah's pieces whisper emotional private stories on canvases, splash contemporary messages on baroque mirrors and create intriguing memoirs for both adults and children. She talks to Chic about the Geneva Art scene.

Having been exposed to international Art worlds from New York to the Middle East to London, how would you describe the Art scene in the region?

Geneva has become a formidable force in the international art world, primarily thanks to the galleries in the Quartier des Bains. Zurich was considered to be the hub of contemporary art and avant-garde. But now Geneva is a force to be reckoned with. Geneva was always seen as traditional, but is surprising everyone and evolving in its contemporary art scene. It is now very much on par with London and New York, just a smaller version. I have seen some truly impressive exhibitions here.

How wide is the palette?

It is very diverse, very international. I've seen stuffed taxidermy animals sitting alongside Basquiat! It doesn't get more diverse.

The must visit galleries?

All located around Plainpalais and the Quartier de Bains, the powerhouses of Geneva include:

Analix Forever

25 Rue de l'Arquebuse
www.analix-forever.com

Mitterrand+Cramer Fine Art

52, Rue des Bains
www.mitterrand-cramer.com

Gallerie Guy Bartshi

3a, Rue du Vieux Billard
www.bartschi.ch

Art and Public

37, Rue des Bains
www.artpublic.ch

Marc Blondeau BFAS

5 rue de la Muse
www.bfasblondeau.com

Which are a couple of the smaller, discreet boutique galleries that are interesting to discover?

Skopia in Plainpalais

9, Rue de Vieux-Granadiers
www.skopia.ch

Calamart in Eaux Vives

5, Chemin Neuf
www.calamart.ch



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Both are cute boutique galleries that represent interesting contemporary artists- both definitely worth keeping an eye on.

Your favourite gallery...

...to lose yourself in alone on a cold winter day?

MAMCO It is large, super diverse and contemporary and represents the truly up and coming artists as well as bigger names.

10, Rue des Vieux-Grenadiers

www.mamco.ch

...for a quick visit with impact?

MARC BLONDEAU He has a great eye for choosing artists.

...for an international palette with classic tastes?

SONIA ZANNETTACCHI in the old town. There's tradition and classic tastes such as Armand and Cesar.

...to come back to again and again?

Pierre Hubert's ART AND PUBLIC. His opinion in the art world is very much valued; his gallery represents dynamic internationals. I would always go back to him to see who he thinks is hot and happening.

... the best café or bar (inside or next door) to ponder a painting or a possible purchase?

All the rue des Bains galleries. There are plenty of great places including Cafe des Bains- a great casual bistro, very trendy and Le Thé, rue des Bains- a tiny restaurant serving dim sum.

...the best informed and amicable staff?

MITTERRAND+CRAMER FINE ARTS, Rue de Bains- but I have not been in a gallery here that does not have very friendly and informative staff.

When was the last time a piece blew you away?

Melli Ink - an Austrian Artist shown at Cramer + Cramer- glass sculptures sold with light boxes. Fantastic!! She sculpts in glass, for example a skull sitting on a glass box or a garden scene with flowers with dragon flies... so delicate, so detailed and fine - spectacular! I'd love to own a piece by her. Also a wonderful glittering piece by local artist, John Armleder.

Who are some local artists that people should know about?

DELPHINE REIST. Living and creating in Geneva, Reist is known for her installations. They're su-

per contemporary; she plays with photography and materials such as metal.

LES FRERES CHAPUISAT. These brothers create complex environmental installations, labyrinths and tunnels all built on site.

CHRISTINE STREULI. She does painting on canvas with patterns like prints - all very colourful and evocative.

How would you advise to go about a purchase?

Always go with something you love so then it doesn't matter if it fails you financially, at least it won't fail pleasing you. Research of course helps for an investment but it should be a secondary factor. If you see something that you think would look fabulous in your bedroom, go for it. If it suits your mood, your home, your environment...

What is the best place for something affordable yet intriguing?

CALAMART

What for you is the function of art?

I think it is something that should always make you feel something; whether its fear or love or passion. Art should provoke thought and ideas. Art is a medium used to decorate your home, office, garden and environment. It is something that you will probably see everyday and so you should really love it. I find it sad when art is bought purely as a status symbol. If it happens to be a Warhol and you love it, then fabulous! But when art is bought only as an investment and no love involved, then that can be sad too. Why not buy an investment you love?

Why do you make art?

I do what I do for me. If people like it, then great!

And what about the high heel instillation?

I bought the shoes and loved them but couldn't walk from the hall to the bedroom without falling over! But they were too good to waste so I made it into art with crystal studded handcuffs and whip on the console. (She laughs) Never take yourself too seriously!

Farah Camerio can be contacted at farah@camerio.ch. Her art can be seen at Calamart Gallery at 5, chemin Neuf in Eaux Vives www.calamart.ch



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