

SONCE ALEXANDER GALLERY

Portrait: Sonce Alexander, One of a kind Gallery Owner

Beatrice Chassepot February 5, 2015 Exhibitions, Los Angeles & California, Painting



When you dig a little every good Art Dealer has a nice personal story to tell that explains his/her commitment to Art. But the story Gallery owner and Art dealer, Sonce Alexander was going to tell me was from far the most original I ever heard; just like she is, original, charismatic, one of a kind.

A good sense of curating

When entering the gallery #2634 South La Cienega Boulevard in Los Angeles, I am one more time amazed by the show. Sonce has that rare ability to know what and how to hang the art like she would do in your living room, ready like she says for "*an aesthetic exchange*". It should be the ordinary for a gallery but I can tell it's not. She and her wonderful Deputy Director, Ann Harezlak know what curating means.



The show was called “After Living in the Room of Réalités Nouvelles” It was referring to the Parisian salon where abstract paintings are selected and shown annually. The idea at Sonce Alexander Gallery was to give to the artists the possibility to re-create the same kind of process.



And, actually, the paintings and works of paper have been carefully selected to fit all together. None of them overwrote the other not even the big size and colorful painting by Linda Geary (below), not even the powerful targets by Christophe Leroux (left) hung closed to a white or almost white Zoe Crosher. It was perfection.

Art to better breathe

The tour of the show with Sonce Alexander was unique. Sonce shares a genuine excitement with you. Her words don't only come out in purpose, they come from another deep layer I would learn later. When Sonce is in front of a painting looking at it, she has the same look a mother would have to her child. It's not a stupid unconditional love, it is better than that. The kind of relation she has with art is that unconditional genuine and long lasting dialog that leads to a deeper and stronger love. When asking about such a passion Sonce admits that art is a necessity, it makes her breathe better. And she started to tell me a bit of her story.

Art instead of dolls

At a date she won't tell, she was born with two nationalities, French because she was born in Paris and American from her parents. She traveled and lived alternatively in both countries in New York or Los Angeles and Paris. And when at the age of five a young girl is supposed to go to a park and play with her dolls and friends, instead she was taken to Museums. All of them, in both countries. For example she told me that funny anecdote “I knew by heart Le Louvre because I was taken there repeatedly and my treat was a postcard. Of course in order to get the best image possible I was focused on the Art for the card I would get”

Obviously I understood where and why she got such a keen eye. When you read biographies of great art dealers like Daniel-Henry Kahnweiler, Wittgenstein and many others their story began at Le Louvre, staring at art for hours to understand it. A one on one story with each painting, each sculpture. There's no secret there, to get that “absolute eye” you have to

exercise it, but at the age of five.. I might say this is extra-ordinary.

When a 6 feet tall size can take you to become an art dealer...

The story didn't end there. How did you become an art dealer?

Sonce Alexander: I had not really wanted to be an art dealer, it happened. Listen: what do you do when you are a 19 years old girl of already 6 feet tall with legs of more than 38" ?? I can tell: instead of buying clothes that would never fit or even never exist, I started to buy art! Art became my thing because as I told you, it's like I was raised at the Louvre. With such an extensive art education, I knew what to buy. And my friends became more and more curious, more interested about the art I bought. They began to want to buy it, so I began to want to sell it. This is how I became an art dealer. I learned from experience.



I told you Sonce Alexander's story was not an ordinary one. Then, Nineteen years ago, she decided to open her own gallery on La Cienega close to a young gallery "Blum & Poe" who decided to revolutionize the LA art scene by moving from Melrose to a brand new place, La Cienega blvd. At that time Sonce hasn't been as successful as Blum & Poe because she says " I wasn't ready for it". She decided to continue what she was good at, to be an art dealer in both France and Los Angeles.

Ready for next chapter

Since then she never stopped to successfully develop a large clientèle of selected private collectors that made her wealthy and ready for next chapter. After 17 years of that "homework" like she says, she decided she was fully prepared to open a gallery, obviously successful this time, at the same place, La Cienega Boulevard.

And one year from the very first opening, Sonce Alexander Gallery is: a growing process roster of 7 excellent artists, one exhibition every two months, more than 500 people coming at the openings, a support by Moca, Lacma and Hammer's curators, excellent group shows with a good sense of curating, one catalog published per exhibition, videos of each exhibition online for her French collectors and many editorials in good news papers like the Huffington post, LA Times etc... Yes, it sounds like it was the right timing.

Beatrice Chassepot, Los Angeles, February 8th, 2015

