

# MONOCLE

## Jessica Silverman: "Well Hung – Embracing the Contemporary"

Written by Ed Stocker

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BRIEFING  
Art market

### WELL HUNG

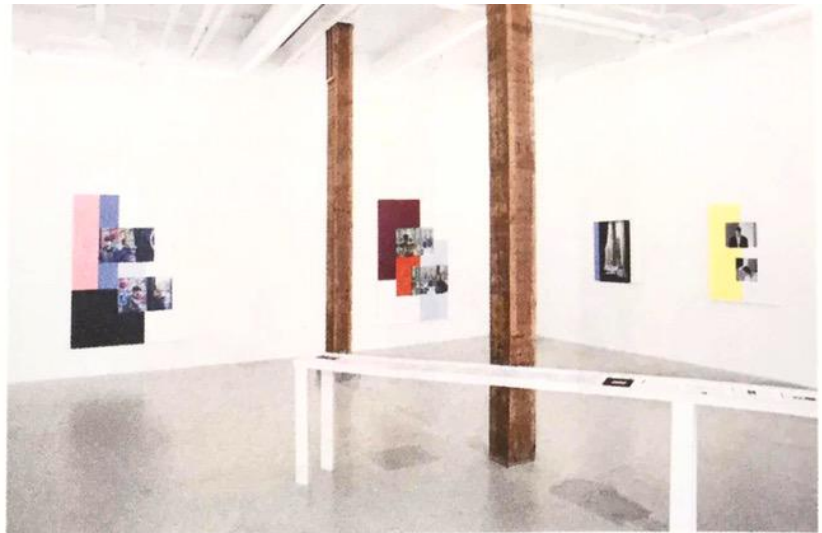
*Embracing the contemporary*

Jessica Silverman Gallery  
San Francisco

The art-gallery scene in San Francisco may not be as big as those of New York or LA but it fosters a genuine sense of community. Jessica Silverman (*pictured*), 32, thinks having less competition means more collaboration. "This might be counterintuitive or bad business," says the gallery owner, "but the first people I want to appeal to are the artists in my programme. I want those already signed on to be excited about [new] artists we're showing."

She studied curatorial practice at the California College of Arts before opening her eponymous gallery in 2008; it has been housed in the Tenderloin district since 2013. The neighbourhood is rough around the edges but the move allowed her to swap a gallery of 75 sq m for a space three times that size.

With 15 international artists so far, Silverman's approach to



expansion is considered and her roster of emerging talent varied. "Our youngest artist is 26 and the oldest is in their 70s," she says. As well as exhibiting at Frieze New York she is planning a trip taking in Eugene, Portland and Seattle to scope out new work.

When Monocle visits, staff are setting up for artist Ian Wallace's *Meta Masculin/Féminin* exhibition. Vancouver-based Wallace watches as his photo-led pieces – inspired by the Jean-Luc Godard film – are hung. As an established name he's far from emerging talent but he knows more Californian exposure won't hurt.

"Jessica has a really good eye and attitude," he says. "She has her own ideas and I'm picking some of them up. I am open to those nudgings." — EJS  
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