



Bianca Filus *Untitled*, 2015

# The first steps of young, professional artists

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**Galerie Pouloueff assists young artists, mostly recent graduates from Dutch art academies, in their first steps to becoming professional artists. "One day, they might be the big names in visual arts. But when they are at Galerie Pouloueff their work is still affordable," says the gallery's artistic director Ine van der Horn.**

Until 4 September, Galerie Pouloueff – based in the beautiful fortified town Naarden-Vesting, not far from Amsterdam Castle Muiderlot – exhibits ceramic sculptures, photographs, charcoal drawings and artistic furniture made by four recent graduates from various art academies.

"It is wonderful to see the starting phase of young, talented artists," says Van der Horn. July was a busy and fruitful month for her, as she visited the graduation exhibitions at almost all the arts and design academies in the Netherlands. "I have lots of new names on my list of artists that I will follow in the months to come. If I like how they are developing, I will approach them for an exhibition at Galerie Pouloueff," she says.

Pouloueff scouts talent and brings them into contact with big galleries, museums and collectors. "We don't keep artists to ourselves. We use our network to get their career started," the artistic director explains. "There are lots of great artists out there. If you want to stand out from the rest, you need to be able to explain the essence of your work to art lovers and you need to involve your network." Hence, at the opening of a new exhibition in Galerie Pouloueff, the artists have to give a presentation about their work. They are encouraged to mobilise their network to vote for them in the online Pouloueff Audience Award competition.

## Keep an Eye Foundation

Pouloueff is a not-for-profit gallery, founded by a group of individuals that are passionate about arts and culture. They established the Keep an Eye Foundation in 2008 to support the cultural sector. Besides Galerie Pouloueff, founded in 2010, it also funds many other initiatives, such as jazz events at the Amsterdam Conservatory and fashion shows at the Arts Academy in The Hague. It also gives awards to talented students from the

Design Academy in Eindhoven and the Film Academy in Amsterdam.

Galerie Pouloueff is open throughout summer on Friday, Saturday and Sunday. The entrance is free.

[www.galeriepouloueff.nl](http://www.galeriepouloueff.nl)  
[www.keepaneye.nl](http://www.keepaneye.nl)



Jurre Blom, *Untitled*, 2016