

IAM *magazine* of FACEC international

The essential quarterly for visual artists and art aficionados



Created five years ago by Bénédicte Lecat, Art Historian, graduate in Art Marketing and Director of FACEC international, IAM magazine is dedicated to promoting the visual arts in all their forms, offering a platform for emerging talents eager to make themselves known in Europe, the Americas and other countries around the globe.

The other side of the magazine is to provide a view, which we hope will be as exhaustive as possible, of the essential news of the national and international Art Market.

From exhibition news to detailed articles on the history of art, our magazine has become, over the past five years, an essential meeting place for visual artists and art lovers alike.

An international platform for plastic artists

Over the past five years, we've presented nearly a hundred artists from both sides of the Atlantic, focusing on cultural singularities and artistic crossovers. What's more, with our **FOCUS ON** section, we have produced 20 in-depth analyses, or quasi-radioscopies, of talented international artists.

regard sur

Daniel Hurwitz Savoir regarder

Une première participation au salon de la Nationale des Beaux-arts en septembre dernier et Daniel Hurwitz reçoit une médaille d'or pour sa photographie d'un éléphant espagnol au travail. La photographie est une des facettes de son talent : il réalise des vidéos, crée des figures de céramique et d'accessories et se passionne pour l'investissement immobilier.



Né en Californie, Daniel baigne dès l'enfance dans le milieu artistique : sa grand-mère et sa mère sont artistes peintres. Cette dernière a été une source d'inspiration pour lui comme pour deux de ses trois sœurs, l'une est peintre de paysages dans un style figuratif et la seconde est photographe. La maman de Daniel a étudié à l'Académie Bezael en Arts et en Design, et a toujours encouragé ses enfants à "regarder" l'Art, à visiter les musées afin de s'imprégner des richesses venues de cultures et de pays différents, rester curieux de ce que le monde a à offrir, et pourquoi pas, débiter une collection d'œuvres d'art.

C'est à 14 ans que Daniel découvre réellement la photographie : sa sœur reçoit un appareil photo pour son anniversaire et Daniel souhaite recevoir le même cadeau, soit un Olympus OM-1 SR. "Le monde de la photographie s'est ouvert à moi, ma passion est née". Mais avant de se lancer dans le monde de l'image, Daniel étudie le droit pénal, la gestion publique et le comportement humain à l'Université de Californie. Il travaille dans le monde du marketing et de la vente, ainsi que de la promotion immobilière. En parallèle, la photographie reste son violon d'Ingres et il poursuit les prises de vue au collège, au lycée puis à l'université.

C'est en 2003 que Daniel présente pour la première fois son travail au public... de Nouvelle-Zélande. Il y passe plusieurs années et y débute une collaboration avec la compagnie Yikes Production. Le but est alors de filmer les nombreuses activités proposées à tous les publics touristes et locaux : nager avec les dauphins, skier, faire du rafting, etc. Ce qui le conduit également à voyager et à filmer les expéditions de ski en Afrique, au Kazakhstan, et à découvrir les grottes en Ouganda puis les orangs-outans de Sumatra.



This approach not only highlights the careers of each of these artists, but also promotes their talents. On another level, this approach fosters shared dialogue between the European and North American art scenes.

Bénédicte Lecat has been working between Europe and North America since 2002. Through her international knowledge of emerging artists, both European and North American, she has effectively broadened her knowledge of the artistic fabric of the countries she has visited.

This has undeniably helped her to offer quality local European platforms and promotional solutions to the artists she follows.

Her particular knowledge of the cultural structures of the main European countries has enabled her to propose events and artistic actions that are rewarding for both national and international artists.

On each occasion, **FACEC international** has been able to capture the essence of these events, and share them via **IAM magazine**, offering its artists, and also its readers, privileged access to exhibitions that are new to them, as well as publicizing previously unseen works and remarkable exhibition venues, such as Le Carrousel du Louvre through the Société Nationale des Beaux-arts or the Grand Palais in Paris.



A network of international skills at the service of artists

In addition to its knowledge of international exhibition platforms, **FACEC international** puts its network of learned societies to work for artists, helping them to be recognized and rewarded for their qualities.

Particularly in Europe, **FACEC international** takes care of submitting artists' files to bodies such as the Académie Arts-Sciences-Lettres in France and Italian Arte Nel Mondo in Italy, which then nominate them for awards, diplomas and medals. In ten years, over 100 visual artists have received awards.

A double reward, because these awards enable them to strengthen their international reputation and thus advance on the Art Market.

Advertising in **IAM magazine** enables artists to double their promotional activities in their respective countries. This makes IAM magazine a marvellous, high-quality marketing tool.

Key features contribute to the success of the magazine and its artists

reportages

Turner

Le sublime héritage

Un dialogue entre des artistes contemporains et le maître anglais du paysage est le sujet de l'exposition proposée par le Grimaldi Forum à Monaco. Peintre, aquarelliste et graveur, il est connu comme le "pompier de la peinture moderne". Cette dernière est épurée et laisse libre cours à l'émotion.



Né en avril 1775, Joseph Mallord William Turner, connu sous le nom de William Turner, est considéré comme un pionnier de l'impressionnisme et un maître de l'aquarelle et de la lumière. Il entre à la Royal Academy of Arts en 1789 à l'âge de 14 ans. Après seulement un an d'études, il est autorisé à présenter des aquarelles à l'exposition d'été du prestigieux établissement.

En 1807, William Turner est nommé professeur de perspective à la Royal Academy. Douze ans plus tard, il intègre le conseil d'administration. Ses nombreux voyages en Angleterre et en Europe, lui permettent de peindre des sujets aussi variés que les paysages anglais, les scènes de l'histoire mythologique ou les grandes batailles de la Marine anglaise.

Il décide en décembre 1851 en léguant l'immensité de sa collection à l'État britannique : la majeure partie du fonds d'archer, bulles, dessins, aquarelles et gravures ornent les murs de la Tate Britain aujourd'hui. Son héritage se compose également d'une reine sans qu'une chaire d'enseignement de l'art paysager soit créé à la Royal Academy et d'un prestigieux prix, le Turner Prize, attribué chaque année à un artiste de moins de 50 ans, généralement un artiste anglais.



Parce que son œuvre est reconnue comme novatrice et qu'il inspire de nombreux artistes contemporains, le Grimaldi Forum a choisi de créer un dialogue avec une vingtaine d'artistes contemporains. Chaque salle établit un parallèle thématique, technique ou stylistique avec les peintures romantiques de J.M.W. Turner réaffirmant ainsi son influence sur les générations suivantes.

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The **FOCUS ON** section (see above) has become a must, allowing readers to immerse themselves in the world of a remarkable creator. Based on the quantity of these analyses, **FOCUS ON** reveals in depth the careers and inspirations of major or rising figures in international contemporary art.

After 20 **FOCUS ON**, we can affirm that the twenty artists analyzed and offered to readers for discovery have benefited from an effective cultural marketing tool. By relying on it, they have been able to present themselves at exhibitions and in scholarly networks that they would never have envisaged before collaborating with **FACEC international**.

The same is true of the News and Features sections, on exhibitions and art news, keeping art lovers and artists alike informed of the latest trends and venues essential to their international careers.

The new **Literature** section is perhaps an original feature, enriching the reader's experience by exploring the links between the

visual arts and writing. This section also introduces readers to one of the most important and up-and-coming facets of literature: poetry.

Classified as Art, poetry is perfectly suited to Art, which enables it to be both inspiring and associated with cross-exhibition approaches.

But the magazine is also about advertising, for you the artists, but also about current exhibitions in France and abroad. So don't hesitate to send us your information on the must-see shows and exhibitions in your respective countries.

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Impact and future of IAM magazine

After five years rich in discoveries, exchanges and shared experiences, the **FACEC international** team and the editorial team at **IAM magazine** are proud of how far we've come. The future looks just as exciting, with new collaborations and projects designed to amplify the voice of emerging and established artists.

More than ever, despite the somewhat turbulent international context of this year 2025, we will continue to look for new ways to innovate, both in the subjects we cover and in the promotion of artists on both sides of the Atlantic, to offer our readers a unique window on the art world.

Thanks and call to the artistic community

As mentioned in the previous pages, we've been around since 2002, when my father Dominique Lecat and I set up our association to promote national and international art and artists. At that time, we published a first magazine called Com2art magazine, more focused on France, but with eyes already turned towards the international scene.

FACEC international was founded in 2017, without a new magazine, but a Newsletter. With **IAM magazine**, a bilingual quarterly created five years ago, we have opened up another communication space that positions us on international information segments, on Art and its major players. With this first issue of the year 2025, we continue, for artists and our readership alike, to discover talented creators, trade fairs and the next developments in the Art Market.

IAM magazine is above all a collective adventure, an ongoing exploration of the wealth of contemporary artistic creation. That's why **FACEC international** would like to extend its warmest thanks to all those who have placed their trust in us: artists, partners, institutions and, of course, our readers, without whom this adventure would not be possible.

With issue no. 21, we're also opening a section on line for letters from readers and artists. Please do not hesitate to send us your opinions on the magazine, its content, news and features, as well as your suggestions for new topics you would like to see covered, or changes to its format, layout, etc...

To kick off this Readers' Column, we'd like to offer you two recent opinions from our artist friends Daniel Hurwitz and Ovila Huard... *Don't hesitate to send us yours...*

When I learned that I was going to be featured in IAM International magazine, I was both surprised and extremely pleased to discover that it was a comprehensive and well-written magazine. Its aim is to mentor and help artists in their careers, and I can't think of anything more relevant than being able to tell your story in an interesting and creative way. When I was interviewed, I realized that the questions were aimed at more than the usual answers, and when I was asked to expand on some of my answers, I realized that the editors really wanted to understand my point of view as a photographer. The resulting article was a wonderful opportunity to share my story and some of the photographs I've taken along the way. I am now able to share a PDF copy with any person or group interested in my story in a well thought out and thoughtful way. I really appreciate the support.

Daniel Hurwitz - North American Photographer

A magazine filled with happiness, it's into this universe that Bénédicte invites me as a featured artist. The way she interprets my career puts me right at the top, describing a well-stocked notoriety, which is often due to her interventions in my world. Bénédicte sees everything that elevates us and knows how to invite enthusiasts to discover more about us. With "inviting" texts and selected images, she manages to amaze us, no matter which artist she's praising.

Ovila Huard - Canadian Painter

IAM magazine

will celebrate its fifth anniversary and more
at the Salon Art3f in Monaco
from September 19th to 21st 2025

