

Madifon by Fashion

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Lolita Cros, Curator



WHERE ARE YOU RIGHT NOW AND HAVE YOU ALWAYS LIVED THERE?

New York. I've lived in NY for 10 years.

WHERE WERE YOU BORN AND RAISED?

I was born and raised in Paris, but I lived in Casablanca for a couple years.

WHAT'S THE BEST THING ABOUT YOUR CITY OR HOMETOWN?

The food and the walks.

WHAT WERE YOUR ASPIRATIONS GROWING UP?

I went from wanting to be a butcher to a stylist, to a scientist, to head of "Beaux-Arts Magazine".

WHY CURATOR?

I had a very good art history teacher in middle school who turned me onto art. I was looking forward to the class all week, I loved writing essays for it. It just gave me an incredible high. When I went to college I felt the same way talking to my friends about their artworks, it was getting me so excited and I wanted to share my excitement with a wider audience. So that's how I started curating. I liked the idea of translating a conversation, or a thought into a big art show.

WHAT IS YOUR EDUCATIONAL BACKGROUND?

I went to Bard College for Art history.

WHERE DO YOU FIND INSPIRATION AND DO YOU EVER FEEL JADE BY THE FLUCTUATE OF INFORMATION?

I kind of find inspiration everywhere, in the subway, on Instagram, friends, music, artists. Yesterday I had a very interesting conversation at dinner, and today all I could think about is "how do I translate that into a show?" I've stalked people on Instagram thinking, "Why do I stalk, why her, why do humans sniff each other's butts all the time?" and from that came a show! In that way I don't feel that overwhelmed by the digital age because the organic world is just as lush.

WHO DO YOU RANK AMONG YOUR FAVOURITE ARTISTS AND ERA?

Hard to say. I think Manet is the father of contemporary painting and photography. And because I lived in France I got to see a lot of paintings and frescoes from the early 18th century Rococo period. It's pink and kinky, so making a comeback amongst millennials!

WHAT MEDIUM APPEALS TO YOU THE MOST?

I'm open to anything, I've curated paintings, photography, performance, video art, sculptures. One thing is for sure I like to mix them up.

HOW DO YOU SELECT THE ART FOR A SPECIFIC VENUE?

It depends on the venue. Since each of the spaces I chose have a strong

symbol attached to it, I usually think of a piece that could play with the function or the connotation associated to the space.

HOW DOES YOUR AESTHETIC TRANSLATE IN YOUR OWN LIFE?

I'm a pretty classic person. I like my basics: Converse in my closet, Le Corbusier couch in my living room, love a good throwback song and for food, give me a steak and potatoes and I'll be very happy.

HOW WOULD YOU DESCRIBE YOUR PERSONAL STYLE?

I've been dressing the same way my whole life. Currently wearing blue and white striped overalls with a Petit Bateau shirt and red Repettos. I'm pretty sure you can find a picture of me at age two wearing the exact same thing. Same for makeup, with a little more mascara now.

WHAT DO YOU GET UP TO WHEN YOU'RE NOT WORKING?

When I'm not working I go to Chelsea and look at galleries, or to a museum. Otherwise, I walk to the West Village or take the ferry to Red Hook to visit Dustin Yellin's studio and check out his space: Pioneer Works

HOW DO YOU UNWIND?

I have a cold beer.