

Challenge and **INNOVATION**

Running a gallery in these uncertain times is a challenge – even more so opening a new one. *Arts & Collections* talked to Serena Dunn of Grove Square about the gallery's approach

BY CHRIS JENKINS

Opening in October 2020 with an inaugural show of work by painter Christopher Kieling, Grove Square Gallery in London's exclusive Fitzrovia offers emerging and established collectors an avenue for exploration and discovery. Merging digital innovation and physical exhibitions, the gallery's space offers a year-round programme of dynamic talks and events run in tandem with an artist-led exhibition programme celebrating contemporary art practice worldwide.

The gallery is also home to an independent and impartial art advisory service which works to build private collections, and to source secondary market pieces under the helm of Art Director Serena Dunn. We asked her about her role, and particularly about how the coronavirus pandemic affects the everyday work of the gallery.

"Being a director in a gallery is such a diverse role", Serena says. "At Grove Square Galleries, I am really lucky that my role is a blend of all the things I love. It's a privilege to be working directly to foster some great contemporary young artists for our programme. This means my day is diverse from artist liaison, studio visits to explore new bodies of works to team meetings and ensuring that the logistics of the exhibitions are up and running effectively."

NEW TALENTS

"What's so exciting about opening a new gallery and especially at this time, is that the everyday norms of gallery structures and systems have been turned on their head. This means we have had to be really innovative and much more personal in how



“The pandemic has caused a significant problem for a lot of artists and we think supporting them is more important than ever – *Serena Dunn, Grove Square Galleries*”

(Above) Serena Dunn, Art Director of Grove Square Galleries

(Right) Private commission, © Elena Gual

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