

Ana Maria Hernandez

Cultural Producer and Art Historian



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PROFESSIONAL PROFILE

I am an independent cultural producer, art historian, and consultant currently based in Aruba. My work encompasses a diverse range of projects, including curatorial interventions, project coordination, writing, advisory services for artists and art institutions, art mediation strategies, and art educational tools. My work focuses on the sociology of art, art education, audience development, audience engagement, and the establishment of sustainable infrastructures for local visual artists in Aruba.

SKILLS SUMMARY

Project Management	Research Oriented	Audience Development	Communication Materials	Art Education	Writing
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EXPERIENCE

SCOUT
Stimuleringsfonds
ABCSSS ISLANDS
Dec 2023 - present

SCOUT NIGHT ABCSSS

SCOUT NIGHT ABCSSS is a new program from the Stimuleringsfonds, that aims to stimulate the development of creatives in the field of design, architecture and digital art. The program invites 10 emerging makers from the ABCSSS islands to pitch their plans to a jury of professionals from the art and design world. Four makers are then selected to develop their plan further with mentorship and a grant of € 25,000.

- Project coordination on the ABCSSS islands.
- Communication.
- Organization of the SCOUT NIGHT event in Curaçao.
- Guidance to the applicants and participants.
- Monitoring of the project and its development in future editions (best practices).
- Monitoring of the Budget.
- Liaison between the ABCSSS Islands and the fund.

RESEARCHER
Independent
ARUBA
June 2023- present

RESEARCH ON PRESENTATION FRAMEWORKS FOR VISUAL ART FROM THE CARIBBEAN REGION.

With the support of the Mondriaan Fonds I have been researching the popular framework for art presentation: art exhibitions. In my curatorial experience, I have seen how the use of this presentation format either falls flat in its impact within the community, or perpetuates colonial narratives on different levels. It is my goal to use this research opportunity to not only better my own curatorial practices, to create engaging, meaningful and contextual presentations of the artistic production of the islands. I also want to present (written) discourses that challenge this standard format and create dialogues not about the islands looking from the OUTSIDE, but about us FROM our experience.

**PROJECT COORDINATOR
AND CURATOR
Stichting Plataforma Aruba**

**ARUBA
June 2023 – present**

**VITRINA EXHIBITIONS – Collaboration with Wolff & Co.
Studio**

VITRINA EXHIBITIONS is a 'pilot project' that focuses on the creative and artistic community of Aruba. The goal is to provide a presentation space for local artists as well as activities that are interesting and relevant to the creative community of Aruba. We invited three local artists to present some of their existing works in one of the windows of Wolff & Co. Studio located in a mall. This showcase has been adapted as an exhibition space where everyone can pass by and admire the works at any time of the day. Each exhibition lasts 1 month and will be accompanied by some activities relevant to the theme of the artist's practice. VITRINA EXHIBITIONS is a collaboration between Plataforma Aruba and Wolff & Co. Studio with the support of Mondriaan Fond.

- Project coordination.
- Design of Blog publications.
- Curation of space.
- Development of communication materials.
- Design and development of project page on Plataforma Aruba website.

**PROJECT COORDINATOR,
RESEARCHER AND CURATOR
Stichting Plataforma Aruba**

**ARUBA
Oct 2022– present**

ODA NA E PISCADOR – Ode to the Fisherman

Ode to the Fisherman is a research, art, and community project developed in collaboration with local visual artist Samuel Sarmiento and Rancho Foundation. The project explores the history of the neighborhood of Rancho as a fishermen's settlement, its community, and local fishing traditions. Our investigation process includes public archives, literature, and audiovisual material but the essential component is collaborating with the community. The project consists of research, blog publications, workshops, meet-ups with the local community, and a final exhibition showcasing the works of Samuel Sarmiento. The project is funded by Mondriaan Fund.

- Project coordination.
- Design of Blog publications.
- Curatorial research.
- Development of communication materials.
- Curation and coordination of exhibition.
- Production of educational materials.

**CURATOR
Cas di Cultura**

**ARUBA
Sept 2020– Jul 2022**

AUA EXHIBITS '21-'22

In 2020 I developed the proposal for a curatorial program for Cas di Cultura, the island's cultural center. The proposal for the program followed two urgencies on the island regarding the production and reception of (local) visual arts. Firstly, it addressed the lack of platforms for local artists to experiment, present their work, and engage with audiences. Secondly, it encouraged a dialogue with the local audience where the depth, agency, and multifaceted nature of visual arts are presented. The program was a first of its kind in the island by offering local artists an artist fee, a budget for materials, curatorial support, an exhibition with curatorial/educational texts, exhibition design, and branding for the program and per exhibition. The exhibitions were realized with the support of Prins Bernard Cultuur Fonds Caribbean and Mondriaan Fonds.

Presentation during Caribbean Linked VI (2022), where I talked about the AUA EXHIBITS '21-'22

- Selection of local artists that showcased the diversity in themes and practice to an audience generally unfamiliar with Contemporary art practices.
- Professionalization of Cas di Cultura team in regards to presentation and engagement with contemporary visual arts.
- Developed the concept for the exhibitions together with the participating artists, within a modest budget and tight timeline.
- Implementation of different art mediation models.
- Development of branding for the program together with the designer.
- Liaison between the institution and the artists.
- Coordinate payments, and manage the budget and schedule.

FOUNDER AND MANAGER
Stichting Plataforma
Aruba

ARUBA
Mar 2019– present

PLATAFORMA ARUBA FOUNDATION

Plataforma Aruba is a non-profit arts education organization focused on the improvement of the relationship between the community and (local) practices of visual arts in Aruba. It's a platform for projects that combine visual arts and moments of knowledge exchange, always in collaboration with local visual artists and/or organizations.

- Strategy development and implementation for the organization.
- Creation and development of projects and programs.
- Liaison for local artists, and international and local organizations.
- In charge of the online (website and social media) presence of the organization.
- PR and Marketing for the foundation.
- Coordination and development of communication materials.
- Finding funding and writing applications and reports.

COORDINATOR
Stichting Manifesta

Amsterdam
2015– Oct 2018

MANIFESTA FOUNDATION IN-HOUSE EXHIBITIONS

This was a series of in-house exhibitions showcasing works from Amsterdam-based contemporary art galleries. The site-specific exhibitions were curated by the galleries and were a starting point for public meetings, discussions, and receptions.

- Exhibitions coordination
- Liaison between Manifesta Foundation and the galleries
- Co-selection of invited galleries done together with the director Hedwig Fijen.
- Guided tours.
- Coordination of Manifesta Foundation's participation in Amsterdam Art Weekend.

RESIDENCY

2023

CURATORIAL RESIDENCY

KULTURHAUS VILLA STRÄULI, WINTERTHUR, SWITZERLAND

COMMITTEES

2020

CATAPULT | A CARIBBEAN ARTS GRANT

JUROR FOR THE 'CONSULTANCY VOUCHERS' PROGRAM

2022

CATAPULT | A CARIBBEAN ARTS GRANT

JUROR FOR THE CATAPULT ARTIST GRANT

EDUCATION

MASTER OF ARTS,
CONTEMPORARY ART

University of Amsterdam, 2016

BACHELOR OF ARTS,
ART HISTORY

Radboud University Nijmegen, 2014

COLEGIO ARUBANO,
VWO

Oranjestad, 2008

LANGUAGES

English (fluent), Dutch (fluent), Spanish (native),
Papiamentu (native).