

**Art buff,
writer, curator,
documentarian.
AINDREA EMELIFE
can't be kept behind
a desk. Her modest,
young voice is being
heard in a big way.**

by *Moritz Gaudlitz*

How do you draw attention in a field dominated by middle aged white men? First, you need an amazing aura and excellent knowledge of art history as well as contemporary art. If you are a 22-year-old woman, then you can definitely become visible in the art world. Aindrea Emelife grew up in London, already starting to go to museums and galleries as a child. „My parents weren't really into art at all. But I begged my mum to take me to Tate and other museums.” As a teenager she was very interested in Russian history and spent lots of time at several institutions in London - thanks to the fabulous landscape of public museums everyone can visit for free. “Later it came utterly naturally to me to study history of art,” Aindrea says.



PHOTOGRAPHED by ADRIAN GROSARU
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She only graduated in 2015 leaving the renowned Courtauld Institute with a first class degree in History of Art. Now she writes reviews and columns for different magazines, including 'Frieze', and international newspapers such as the 'Guardian' and the 'Financial Times', in addition to working on several publications. Furthermore, she has already established a characteristic voice within the worlds of art crit-

ics, curating and documentary TV. „I like to be a voice for art and I like to focus on how art makes me feel,” Aindrea says in a modest way. Her unique style of commentary and bold personality has helped to push her career at lightning speed. She works with renowned institutions and art magazines but enjoys to not address professionals only. „Even if I work for art journals I prefer much more to write for daily

newspapers and talk about art to a general audience.” She also uses the internet and social media to present the shiny and glamorous side of the art world. Currently, she is working with various worldwide networks, TV-channels and production companies on developing her first art documentary, to be released this year. It's admirable that she remains focused, down-to-earth and visionary at the same time.