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"Fabiola Beracasa and I share an interest in the fantastic. I knew she'd be perfect for some thematic costume and narrative ideas I've been excited to try out."
—Will Cotton

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A KEEN EYE

FABIOLA BERACASA wields influence in the contemporary art game. And isn't afraid to have a good time while she's doing it.

BY MAXWELL WILLIAMS

PHOTOGRAPHY, COSTUME AND SET BY ARTIST WILL COTTON

There aren't many galleries like The Hole. Founded by Kathy Grayson in June 2010, the NoHo gallery has become a consistent spot for discovering young artists like Jaimie Warren and Kadar Brock, thanks in no small part to Fabiola Beracasa, co-owner and creative director, who invested in the gallery when Deitch Projects (where Grayson was a director) closed in 2010. "I had been a longtime admirer of Deitch Projects, and Kathy was there for nine years," Beracasa says. "It was very natural because I understood her and I understood the school that she came from."

But Beracasa is no ordinary gallerist. The 39-year-old power player is the daughter of Victoria Hearst, an heir to the Hearst publishing empire. "The truth is, I wanted to understand more about the inner workings of the art world, the gallery life and the studios," Beracasa says. "And I wanted to be able to support young talent. I saw the opportunity—by investing in a gallery that supports emerging artists—to accomplish all of those things."

From her upbringing within the dynamic Hearst family, Beracasa was exposed to the arts at a young age. "I'm fortunate enough to have art lovers, collectors and patrons on both sides of my family," says Beracasa, who recently married investment banker Jason Beckman in a lavish wedding in Dubrovnik, that was featured in a 10-page spread in *Vogue*. "My dad's side was more contemporary; my mom's side was collecting old masters. I used to go to auctions with my mom. My grandmother took me to museums."

This has given Beracasa a keen eye. Last summer, she organized a project called "Pop Up 1: Montauk" with Art Production Fund, which supported artist projects by Anya Kielar, Virginia Overton and Olympia Scarry on an undeveloped acre of land on Long Island. "I'm very passionate about public art projects," says Beracasa. "We picked three female artists and let them do their thing in an open field."

But Beracasa isn't all art all the time. In fact, she describes herself first and foremost as a film producer. Her production company's first film, "Desert Dancer," which was directed by Richard Raymond and stars Reece Ritchie as an Iranian dancer oppressed from his craft by the government, will open the Santa Barbara Film Festival in January. She's also developing a TV show called "The Grant" with investor Peter Ma in which social entrepreneurs will compete for a \$1 million prize. Beracasa describes it as being, "for lack of a better example, 'Shark Tank,' but with a social impact. All of my films, projects and television shows have social or cultural implications. Sometimes both, because often it's a Venn diagram and they coincide."

It's Beracasa's philanthropic side that drives her; she is involved in numerous charities, including her own SNAP-X, a campaign that raises awareness for spaying and neutering animals. Recently, she is promoting an all-girls boarding school in Liberia started by her friend Katie Meyler called More Than Me, which is currently supporting orphans who lost their families to the Ebola virus.

It all adds up to a full plate for Beracasa. "I have a lot in the works," she says with a sigh. "I'm really passionate about all of it, though. I have a great team."

Makeup by
Hair by Ric Pipino/Melville Pipino Salon
Special thanks to Rose Dergan, Brittni Zoto

