

THIRD ISSUE

BERKELEY *bespoke*

LUXURY TRAVEL AND LIFESTYLE MAGAZINE

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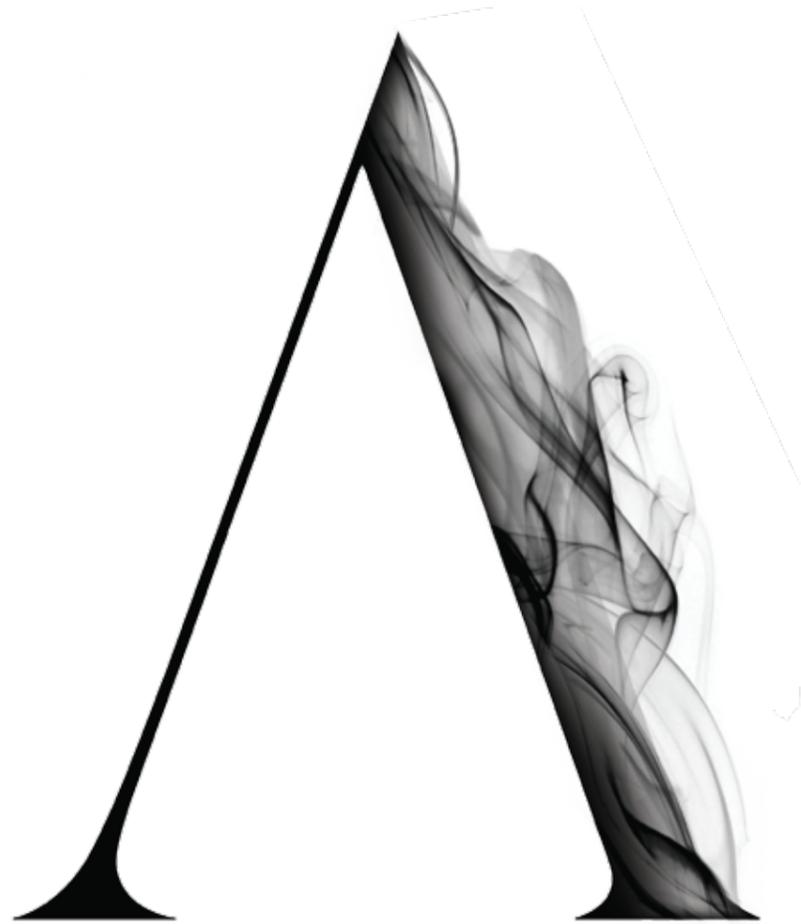
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Art is the answer?

Berkeley Bespoke had the pleasure to meet with distinguished businessman and creative director of Maddox Gallery, Jay Rutland, as he shared the excitement of presenting a new gallery in Los Angeles.

Maddox Gallery has become one of the rising stars in the Art World within the past three years. The cutting-edge, London-based group now has a total of six galleries, with the LA location being the first US outpost.



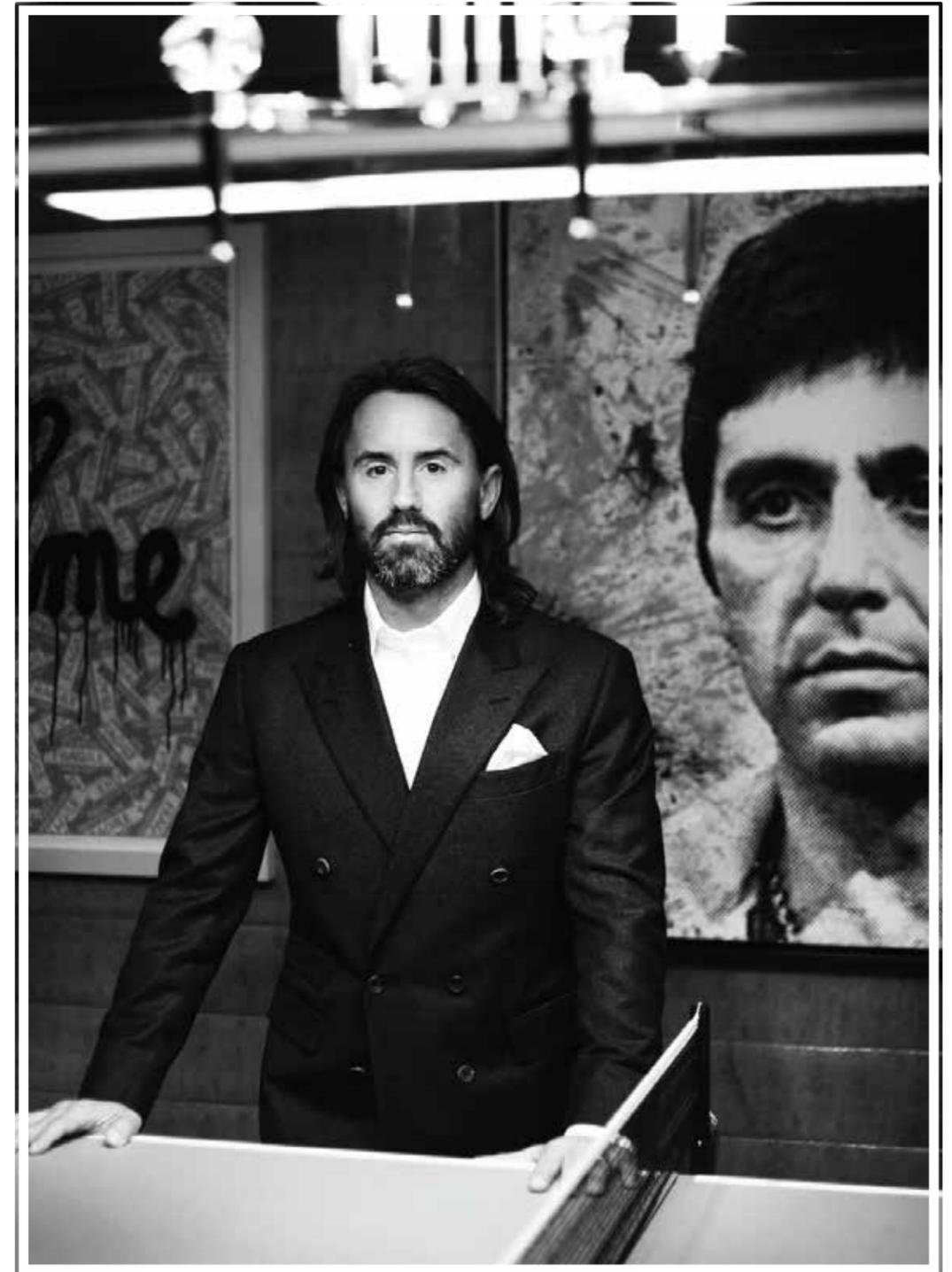
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What is the “heart” of Maddox Gallery?
How would you describe it in your own way?

I believe that the main thing about Maddox Gallery is making art accessible. I have been to many gallery openings and art events and I found a lot of them quite intimidating, just to walk in to a gallery itself can be quite difficult sometimes, the way you are treated, the way they make you feel.

The heart of Maddox Gallery is to be the antifascist of that, we make art accessible - a welcoming gallery for everyone. Not to mention our events program - doing something different. Just recently, we hosted a dinner for Bradley Theodore and a number of people were literally amazed, sharing that it was one of the best Art dinners that they have been to.

The theme of the night was Marie Antoinette, where we painted the gallery in a very rich shade of blue and served food inspired by her. It was a very experimental evening and the more we grow - the more people are coming to our events and loving the gallery. There is a real passion behind it, everything we do - we do with heart.



Art & Philanthropy. How does Maddox Gallery support good causes?

We are involved with a number of different charities. The first charity event that we supported was around 2,5 years ago, whereby we threw a charity fundraiser for Caudwell Children.

John Caudwell is a friend of my wife and I, he is the founder of a charity that helps disabled children. During the Charity event we asked each of our artists, that we were reprising at that time, to donate a piece of their work that would be auctioned and we were happy to raise over £250,000 on the night.

And a charity that is very close to my heart - is the charity that Roger Daltrey is the patron of: The Teenage Cancer Trust. It's an incredible organisation, that create world-class cancer services for young people in the UK, providing life-changing care and support so young people don't have to face cancer alone.

We had an incredible journey with them and tried to help as much as we can. Most recently we supported The Teenage Cancer Trust America - which is their sister charity in America, a fundraising evening that happened during summer in Los Angeles, an incredible event with the likes of Ed Sheeran, Van Morrison, Roger Daltrey, The Who and Don McLean all singing for a good cause.

It was amazing to be a part of this event, we sponsored the evening and also asked some of our artists to donate art works for the fundraising auctions. David Yarrow, RETNA, Mr Brainwash, The Connor Brothers, Dan Baldwin - all donated their pieces for the charity auction and we raised over \$300,000.

We always try to incorporate a philanthropical element where we can - and support what we consider decent charities, like CALM. A Campaign Against Living Miserably, a charity aimed at bringing the suicide rate down among men.

A charity that is very close to Professor Green, where he was involved, together with the Connor Brothers that graciously donated a piece, and, all the proceeds went to support CALM.

Is there any philanthropical wish on your mind that you would like to fulfil one day?

My wife and I support Great Ormond Street Children's Hospital, she has done a lot more than I, and I'd like to get more involved in that if possible.

Tamara has been supporting them for years and not only just donating; for many years she would host a big charity ball, where all the proceeds would go to Great Ormond Street Children's Hospital. Anything that involves kids - I am very passionate about.

Investing in Art. What are the core educational elements that Maddox shares?

Investing in Art is something that became more kind of a done thing in the last few years. The market has evolved so much in the last 5-10 years, so it is considered as the norm nowadays.

So many people buy art not only for appreciation but also with the view of making money. I would certainly say to anyone who is buying art, by all means, buy with an investment in mind but always purchase something that you love.

Yes, it does sounds like a cliché, but it is true. I don't believe that Art should just be bought as an asset, it should be bought because you appreciate it and because you love it and its resonates with you for some reason.

It is the epitome of beauty of the eye of the beholder. From an educational perspective it is really important that people immerse themselves in the Art World and learn about the Artist that they are buying into.

Your personal Art Collection - what is the most striking piece that you are most proud of?

This is not an easy one to say, because I like all of my pieces. There are certain art works that have sentimental value, I have tried very hard to get a Harland Miller piece, which is "Love Saves The Day", that was a present for my wife.

That was around 2 Christmases ago and is now in our house in Gstaad. The first ever piece that I bought was a Banksy, so that has sentimental value to me. I was around 21 and it was the first ever piece that I bought. I have to thank my brother in law, my sister's husband, he introduced me to Banksy's Art. I remember that over a period of around a year, he bought around 25 pieces of his work, every single wall space in my sister's house was a different Banksy.

And I remember going to her house every Saturday for lunch and I really loved his art so became a collector. And now I have a couple of Warhol's, they are not easy to buy, but I love the Art work and would love to get more. I have a Connor Brothers piece that I love, and of course a Mr Brainwash - one which was a present from my wife.

What are your other great passions apart from Art?

My first and foremost passion is my family. My wife and my little daughter. And apart from that important value is my passion for skiing. I love to ski and happy that I get to do it a lot more, as we now have a Maddox Gallery in Gstaad.

The place is just amazing, it is the nicest ski village that you can ever go to. It is very picturesque, the village limits the amount of new developments, so it still preserves its charm, just magical.

What have been the keys to your own success?

I guess for me the most important thing is the hard work, the truth of it is, that I worked incredibly hard to try to make everything that I do - a success. And Maddox is one of the couple of business that I am involved in, I have a property business and a foreign exchange company, which are very different.

But Maddox Gallery is my focus, which takes most of my time. As for my personality - I am a perfectionist and I try to involve myself in many elements of the business, sometimes the elements that I should just leave to other people, but I do like to make sure, that everything is as good as it can be.

I guess the most important element is putting the work in. The hard work is the most important thing for me, as I might not be the most talented, I might not be the most charismatic, but I will always work as hard as anyone else. I won't stop until something is finished.

What would be your dream destination to travel to?

There are a few. Japan is one of them, which is on top of my list. I have heard wonderful things about the country, would love to discover Niseko and of course Tokyo. I would love to go to Hawaii, there is something that appeals to me about it. Aspen is also on my list, I am intrigued by this place and would like to see what it's like. I have recently been to Russia, first time in my life, which was a great experience, amazing architecture and nice people. Russia is ticked off of my list but I would definitely would go back. I have travelled a lot but still have so many places to discover.



What is the one thing you always travel with and why?

Haha. If you ask my wife - she'd say that I always travel with an eye mask. She finds it highly annoying. We would get on a plane and she would be taking care of our daughter, while I would put an eye mask and go to sleep.

I have my little routine when I travel, as I always have a nice pair of cashmere tracksuit bottoms and cashmere eye mask. I sleep on planes. As a long flight is an opportunity to catch up on sleep.

What does BESPOKE mean to you?

I would be interested to know what the definition of Bespoke is in the dictionary? I guess that it means something that is made to order, just for you. And if you are fortunate to have something that is made for you - then you are indeed very lucky. I have had a few occasions where an Art piece was commissioned just for me - that made me feel differently about art, it became very personal. Or a bespoke holiday itinerary that was made taking all of your preferences into consideration - just makes an incredible experience.

*Interview by Arina Sprynz
photography by Rhian Cox*