

# CONVERSATION WITH LOLA RAMOS



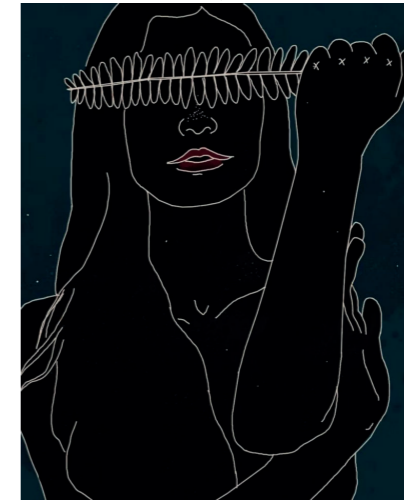
*Lola Ramos is an independent Brazilian multimedia artist living and working in Lisbon. Her practice began in 2016 with *Monstruosidades Diárias*, a series of illustrations portraying monsters in mundane daily activities, shared on social media. This project led to invitations for cultural space interventions and, soon after, to street-based public art. In 2018, during an artist residency in Buenos Aires, she began exploring the connection between monstrosity and the representation of the feminine in art—a line of inquiry that continued through her master's project *Selvática* and into her current PhD research on the legacy of witches in Portugal and Brazil. In parallel, she has studied storyboard, screenwriting, and animation, and has developed a range of solo and collaborative projects, particularly in music videos and short animated films, where she works as both animator and director.*

## On their journey to arts

I have always been into art. As a child I used to say I'd become an artist, but as I grew up and started to look at the world around me, I noticed that this was not considered even a real possibility of a real career by most people. In my teenage years I had a scholarship to study at this very high-performance school that was really focused on getting students to enter the universities in law, medicine, etc. I was having a really hard time choosing what course to apply for. It was only a month prior to the beginning of the selection process for this art school that I actually decided to study arts, thanks to my mother, telling me this is what she could see that made me happy.

## On personal education, and creative education viewed locally and globally

I went to art school in the University of São Paulo (USP) and there I had the chance to try out different techniques and be in touch with amazing professionals. The hardest thing, to be honest, was the cost of creating new things. This was thankfully a public university but there weren't a lot of resources, and I also didn't have money as a student, so I was always improvising and reusing the same material for different works. I feel like this is true not only in Brazil that art does not get a lot of investment. So this makes it a challenge to study and pursue it.



## Messaging with art

In my works, I have always focused on the deviant. I started my creative journey by creating monsters and proposing the connection between humans and these creatures, from which we tend to keep distance. From that moment, I started noticing that women also occupy this position of deviance and otherness in society. This has since become the main topic of my work and research. With my works, I hope to make this connection evident and bring the darkness associated with the feminine into the light.

With my current exhibition showing works about the history of witch hunts and witchcraft in Portugal and Brazil, I have received a lot of feedback and had great conversations questioning this position to which women have been relegated, and this is exactly what I hope for – that art can make us connect with each other and with our history and have these conversations.

## On Art as a representation of reality or escape from it

I think art is always informed by the contemporary reality and the history that precedes it. That does not mean that art has to necessarily tackle reality. I believe there are many interesting works that explore the individual, the subjective and subjects that are timeless. However, I personally do tend to connect more with work that has something to say about the world than with art that is self-contained.

## Online galleries and marketing artwork online

I have got in touch with online galleries through my research into Net Art. I have never seen any as a visitor, and until now I haven't had any experience with any as an artist. But I do reckon they are interesting venues to reach people, as are the online biennales and shows that are also common nowadays. I used to have an online shop in the past, but I have never sold anything online through a gallery.

