

# CONVERSATION WITH MAJA RUBINIC



Maja Rubinic was born in 1982 in Mostar, Bosnia and Herzegovina. After high school of fine arts, she graduated from painting at the Academy of Fine Arts in Široki Brijeg, in the class of prof. AB Shvalka. Maja participated in many group exhibitions and held several solo exhibitions. She is a co-founder of the Virus association group. In addition to painting, she works in her own gallery in Mostar, which, among other things, promotes young authors with artistic education.

## On their journey to arts

*My self-expression through art actually started very early and in parallel with all other learning through play... it's just that no one separated it or forced it. I grew up in a family where people were involved in art even before me, so that probably stems from my understanding of such expression as something inseparable from the rest of life.*



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

*I attended the academy of fine arts, which has a very strong foundation and extensive range of artistic knowledge, but again, it works according to a very old plan system, and today, when I look at that experience, it bound me to the materiality of the painting, but such painting is currently somewhat the mode disappears.*

*My country has gone through very intense social changes in the last few decades, in addition to sudden global changes.*

*It is always possible to do more and better, especially in terms of education and evaluation, but certain proportions and a certain balance between concepts prove that*

*challenging times can give birth to greater and more progressive steps in the world of art. That percentage of people who are always simply engaged in art comes from a specific context. It can be an obstacle, but also an accelerator. How far we go is not, in my opinion, possible to calculate with a simple equation.*



## Messaging with art

*I don't have any special or activist message. Of course, I'm always curious to try to work in the format of an art assignment, but I usually do it through illustration. The other part of me, which only deals with painting, wants less and less to prove the same to anyone.*



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

*If we talk about the individual artist as a person, we certainly have a whole range of people who process reality through their mental and emotional apparatus. Only with some time distance, we usually find links between the spirit of time and a specific artistic expression.*

*Some artists are concerned with themselves; some are more concerned with the context of the environment. Somewhere before, these gatherings were called movements by historians, but at this moment, with this much transfer of information, I think it is not easy to give a common name to the time in which we live.*





## Online galleries and marketing artwork online

*I actually discuss this with people a lot around me, that of course there are technical ways to reach other audiences and markets, but the artists themselves are often so busy with their work that they fail to invest additional time in logistics and organization.*

*Certainly the role of platforms and agents facilitates presentation, but often you are actually deprived of the real experience, which is inseparable from life itself. Counting likes can flatter and impress, as well as change the perception of one's own work.*

*Finding balance and equilibrium, learning to preserve it has always stood with humanity as a question.*

