

Benjamin Genocchio And Reinvention In The World Of Art

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Sydney, Jan 22, 2020 (Issuewire.com) - [Benjamin Genocchio](#) has never been the one to play by the rules, in the best way possible. His insightful yet sometimes controversial views have gotten him in trouble in the past. But that, he believes, is just a part & parcel of being one of the most celebrated art critics of the 21st century.

There is an unconventional manner in which he views certain art pieces, which is why he has all the success he does today. Besides this unorthodox way of looking at things, there is another factor that makes [Benjamin Genocchio](#) what he is today. Reinvention.

Failure has never been fatal for anyone, but refusing to reinvent might be. It's what keeps us moving ahead with the times instead of being stuck in one place, figuratively. Reinvention in any field is the need of the hour and one of the major ways to stay relevant in these tough times. There is no shortage of a lot of healthy competition all around. Reinvention is a smart way to stay ahead of the curve. [Benjamin Genocchio](#) has been aware of this and his always reinventing work speaks for itself.

There is one constant among all the industries in the world that have reinvented themselves in the last couple of decades, technology. [Benjamin Genocchio](#) has always believed in the power of social media and new technologies. Thanks to them, there is now a whole world out there which is open for art and artists. They finally have a platform where they can be excited and inspired by the people who have a similar vision as them. It's a gift like no other. He specifically talks about Instagram and how it has expanded the audience for art. This popular social media platform has the most potential in the world of art and especially art fairs. Their success is extremely vital for the galleries as they're the best time to showcase their pieces to a general audience and has great business potential too. That's why the number of international fairs has only increased in recent years.

Old school art fairs with their elite group invites don't do too well in this age of social media and technology. Connecting the two only leads to better things. Art fairs thrive when tied to community and experience. [Benjamin Genocchio](#) has always been aware of this fact and has made sure to make technology a part of all the art fairs and shows that he has directed. In today's day and age, there is no use denying how powerful these platforms could be. They have an untapped potential that can only be harnessed by the very best who understand and respect it like Genocchio himself.





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