



The Wellness Column

by Amanda J. Butler

Mallorca has long been celebrated for its light, landscape, and slower rhythm of life. Beyond its natural beauty, a quieter transformation is unfolding—one that is shaping the island into a meaningful cultural destination.

A new wave of creatives, collectors, and entrepreneurs are being drawn here, not only for lifestyle, but for something less tangible: space to think, to create, and to connect more deeply.

At the centre of this evolving landscape is art advisor and curator **Patrice Faramah**, founder of Nomadic Arts, a concept that challenges the traditional boundaries of how art is experienced.

With a background spanning New York's fast-paced creative industries and a Master's Degree in Art from Central Saint Martins London, Patrice brings both international perspective and curatorial depth to Mallorca. Yet it is precisely the island's contrast to that world that informs her work today. Having arrived during the pandemic in 2022, Patrice decided this was to be home. "Mallorca offers something rare," Patrice reflected. "There is space here—a physical and mental. It allows both artists and audiences to experience things differently."

From New York to Mallorca: A Shift in Perspective

Before Mallorca, Patrice Faramah's career unfolded within the intensity of New York—working across publishing, branding, and fine art and design. It was a world defined by speed, ambition, and constant stimulation.

Mallorca, by contrast, offered something else entirely.

"In New York, everything moves fast. Here, there is a different rhythm. That shift changes how you see things—not just art, but life." Yet the inspiration for Nomadic Arts did not come from the island alone—but from a moment of reflection on what was missing. "I was homesick for New York a few years ago," she explains. "And I asked myself: what I actually missed. It wasn't the pace or the buzz—it was the experiential art events. Those moments where you meet like-minded people and encounter art in unexpected, surprising places."

It was a simple realization, but a powerful one. "It's not a new idea," she continues, "but it didn't appear to me to have been explored here in Mallorca in this way. And if something doesn't exist where you are, you create it—out of a real need for what's missing."

It is within this intersection—between the energy of New York and the openness of Mallorca—that Nomadic Arts began to take shape. Not as a traditional gallery, but as

something more fluid, immersive, and deeply experiential.

What Does "Nomadic" Really Mean?

The term "nomadic" is central to Patrice's concept—but it goes beyond movement between locations.

"It's not just about changing spaces," she explains. "It's about changing context. When you place art in a different environment, the entire experience shifts."

Rather than confining art to white-walled galleries, Nomadic Arts unfolds across carefully selected spaces—beautiful historic buildings, architectural settings, and environments that carry their own atmosphere and story.

Each artist is given room to breathe. Each space becomes part of the narrative. "The result is something far more immersive than a traditional exhibition."

"I want people to feel something," she says. "Not just to look, but to connect."

Reimagining the Art Experience

In many ways, Nomadic Arts reflects a broader cultural shift. We are moving away from passive consumption toward deeper engagement. From simply observing to experiencing.

This is particularly resonant in Mallorca, where environment plays such a powerful role in shaping perception.

"The setting changes everything," Patrice notes. "Light, architecture, energy—it all interacts with the work. It creates a dialogue."

Debuting during the **Art Cologne Palma art fair, from 9 to 12 April 2026**, Nomadic Arts offers a fresh perspective on how we engage with art—and, by extension, how we experience 'place'.

The VIP opening event on April 8th will present fourteen contemporary artistic voices in Mallorca, each with their own visual language. All given individual spaces to express their work in an historic Palma casa noble, creating a series of encounters rather than a single narrative. The result is a layered experience that mirrors the complexity and richness of Mallorca itself.

There is no rush.

No prescribed path. Each of the nine art



Patrice Faramah.
PHOTO: SANTINO LAMORTE

An
Interview
with
**Patrice
Faramah** -
art advisor,
curator and
creative
strategist.



Artist Vera Edwards. PHOTO: ELIA NEDKOV



Artist Studio visit with Joan Bernassau.

Nomadic Arts: Art Beyond the Gallery in Mallorca



(L) Artist Anna-Alexandra. PHOTO: ELIA NEDKOV (R) Artist Vicente Hiras. PHOTO: JEAN MARIE DEL MORAL

exhibitions and events, becomes a moment—in time, atmosphere, and a moment of connection.

Mallorca's Emerging Cultural Identity

Mallorca's evolution into a cultural hub has been gradual, but undeniable. What was once primarily known for its craftsmanship and tradition is now attracting a more contemporary creative dialogue.

For Patrice, this moment feels significant. "There is a real energy building here," she says. "These are people not just to live, but to create, to collaborate, to contribute."

This growing community—international yet grounded—brings a new dimension to the island. One that blends sophistication with authenticity. And importantly, one that is still evolving.

Art, Space and the Way We Live

What makes Nomadic Arts particularly compelling within the Mallorca context is how naturally it connects to a wider conversation around lifestyle.

The spaces we inhabit shape how we feel. Light, form, materials, and atmosphere all contribute to our daily experience. Increasingly, there is a desire for environments that do more than simply look beautiful—they need to feel right. Art plays a powerful role in this. "Art is emotional," Patrice explains. "It can change how a space feels completely. It's not just decoration—it's energy."

By placing art within lived environments rather than neutral galleries, Nomadic Arts invites a different question: not *Do I like this piece?* But *How does this make me feel in a space?*

Beyond the Exhibition: A Sense of Connection

At its heart, Nomadic Arts is not only about art—it is about connection.

Connection between artist and audience. Between space and emotion. Between people.

In a world that often feels fast and fragmented, these moments of genuine interaction feel increasingly valuable. "I think people are looking for something more real," Patrice reflected. "Something that resonates beyond the surface."

This intention is perhaps what gives the project its quiet power. It does not demand attention—it invites it.

A New Way of Experiencing Mallorca

For those drawn to Mallorca, whether as visitors or residents, this evolving cultural landscape adds another layer to the island's appeal. It is no longer just about where you are—but how you experience it.

Through projects like Nomadic Arts, Mallorca reveals itself not only as a place of beauty, but as a place of depth. Of creativity. Of possibility. And perhaps that is where true luxury now lies—not in excess, but in experience. In meaning. In connection.

As Patrice simply puts it: "When art, space and people come together in the right way, something shifts. You feel it."

And in that feeling, Mallorca continues to redefine what it means to truly live well.

The entire Nomadic Arts program runs from April 8—April 12. To find out more go to: www.nomadicarts.co

Patrice offers her services as an art advisor with private clients and real estate developers, helping integrate contemporary art and sculpture into beautifully designed spaces. You can find more information about her work at www.faramah.com

Amanda J Butler is the founder of MallorcaWellnessLiving.com, writing about Mallorca's evolving culture of wellness, lifestyle and conscious living. Discover more at www.mallorcawellnessliving.com or follow @amandabutler on Instagram

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