



BASMOCA:

Bringing Art To The Masses One Click At A Time

BASMOCA is not your typical museum of towering columns, hushed galleries, and cavernous entrances. Instead it is a space that encapsulates all the beloved ideals of art and pushes all the boundaries of creativity. Welcome to BASMOCA, a pioneer in the world of virtual galleries that aims to make art available to all.



The Basma Al-Sulaiman Museum of Contemporary Art is a world within a world, specifically, one that exists within Second Life, the popular online “virtual world”. Showcasing the real-life collection of famed Saudi art-collector Basma Al-Sulaiman, BASMOCA brings together her unique international collection of works from some of the world’s most influential artists, while maintaining a strong sense of heritage in exposing the talents of lesser known Saudi and Gulf artists.

Al-Sulaiman’s diverse collection is curated by her and she maintains a global view when selecting pieces. Rather than focusing on contemporary pieces from one area or country, the collection encompasses the work of artists from all over the world, including the Gulf and Saudi Arabia. An avid collector, Al-Sulaiman makes no distinction in terms of style or geography - each piece represents her passion for art as a whole.

“I think the secret really is passion. When you are exposed to art, you begin wanting to understand it and gain knowledge about it. It’s a very strange feeling, that drive you get towards attaining a piece of art. It’s the passion that causes you to feel that you must live with this certain piece.”

Featuring the work of notable Arab artists such as Bassim Al-Sharqi, Manal Al-Dowayan, Ahmed Mater and many others, each piece has a special significance to Al-Sulaiman.

“For almost 20 years, I could not bring myself to sell even one piece. Many people rotate their collections, selling this and buying that and so on. Until today, I cannot sell one piece because I just can’t let it go. Each and every piece translates something special to me and has a story behind it,” she explained over Turkish coffee in her flawlessly decorated Jeddah home.





By removing any geographic or time barriers, Al-Sulaiman has made her distinctive collection available and accessible to all using the wonders of modern technology. “With life’s daily commitments, it is not always possible to visit a museum. When you can’t visit a museum, than we can bring the museum to you,” she commented.

Al-Sulaiman discussed her motivation for bringing this innovative concept to (virtual) life. As an art collector for over 20 years, she quickly went from collecting to wanting to share her pieces with others.

“As my collection grew, I naturally aspired to the ultimate goal of any collector: to share my collection with others. A physical museum would have been the typical way to do it, but it was very difficult under the circumstances. A virtual gallery is accessible and available to all, especially [for those] in my country.”

The virtual world technology of Second Life has provided Al-Sulaiman with a platform to do just that. By showcasing her real collection in such a unique and innovative manner, she has managed to transport visitors all over the world through art. Al-Sulaiman describes BASMOCA as “a platform for discussion and the exchange of ideas.” She hopes to garner local artists more international exposure while simultaneously introducing art from all over the world to the Saudi art scene. Visitors can simply download the Second Life application, create an avatar, and dive right into the collection, no plane ticket needed.

What is exciting about BASMOCA is that this unique world of art is just beginning and there really is no limit to how far it can go. With Basma Al-Sulaiman at the helm, a whole new aspect of art is being introduced to the world...and it is literally waiting at your fingertips.

www.basmoca.com