



artMRKT Launches Miami Project

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by Pat Rogers

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Miami, FL-

When Miami art week 2012 opens this week, artMRKT will be there to launch its newest fair: Miami Project. The art fair brings a touch of the New York and California art scenes to the 2012 Miami art fair scene with a mostly national rooster of art galleries.

Miami Project opens tonight with a Miami Project Preview held from 5:30 to 10 p.m. The fair continues through Dec 9, 2012. For its inaugural year, Project Miami is presenting around 70 galleries. There are a few international galleries (Germany, Canada and Mexico) but most of the exhibitors are from the United States.

Places represented include Seattle, WA, Boston, MA, Houston, TX, Philadelphia, PA, Houston, TX and more. Many of them are based in New York City or in Los Angeles or San Francisco, California, allowing the fair to present an interesting bi-coastal survey of contemporary art.

artMRKT Productions decide to add Miami to their rooster of art fair locations after receiving feedback from their exhibitors and collectors, said Miami Project producers Max Fishko and Jeffrey Wainhouse.

"We decided to launch Miami Project because our clients – both exhibitors and collectors felt that there was a need for an intimately-scaled strongly-curated show that focuses on both modern and contemporary art," said Fishko.

Fishko and Wainhouse present artMRKT Hamptons, artMRKT San Francisco and Texas Contemporary through artMRKT Productions.

Setting The Miami Project apart from the existing fairs is their exhibitors, the pair said. Galleries will showcase internationally renowned artists along with emerging talent who is creating a buzz.

Highlights of Miami Project 2012 include:

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"External Measures Series," an immersive new media experience by artist Camille Utterback. Custom video tracking and drawing software create a projection that responds to the viewers' movements in the space captured by an overhead video camera. The existence, positions, and behaviors of various parts of the work depend entirely on people's presence and movement in the exhibit area. Presented by the Haines Gallery.

Utterback, the 2009 MacArthur Foundation Fellowship recipient, is an internationally renowned

artist who has had work presented at museums and new media centers around the world. These include The New Museum in New York, Ars Electronica Center in Austria and The Netherlands Institute for Media Art.

Nina Katchadourian's photograph series "Seat Assignment" will have a mini show at Catharine Clark Gallery's booth. The series was conceived and executed on flight between New York and Atlanta, in response to her feelings of confinement and restraint during air travel.

To make the images, Katchadourian used her camera phone and materials that were available. For instance, an inflatable neck pillow and tissues placed inside an airplane lavatory transform the artist into a sitter of a Flemish portrait. A travel magazine covered with pretzel crumbs becomes an image of a landslide.

The Seat Assignment series was initially exhibited at the Dunedin Public Art Gallery in New Zealand. Her work has been shown both nationally and internationally at museums and exhibition spaces including PS1/MoMA, the Palais de Tokyo, Paris and The Serpentine Gallery, London. She is based in Brooklyn, NY.

ACME is exhibiting a series of new oil paintings combining text and abstraction by Monique Prieto. The text in each of the works is from the diaries of British writer Samuel Pepy, where he chronicles life in London during the 17th century. The silhouettes in these paintings refer to the tradition of classic still life painting.

Prieto's work is in collections held by Los Angeles County Museum of Art, the Whitney Museum of American Art, the Museum of Fine Arts Houston and more. She has had numerous solo exhibitions throughout United States and Europe. Prieto is based in Los Angeles, CA.

"SEXT ME IF YOU CAN" performances by artist, performer and author Karen Finley. The interactive painting performance will feature an on-site studio where the artist will paint "sexted" images from her cell phone sent by anonymous collectors into "fine art" acrylic paintings.

To participate, visitors can purchase a private code and phone number to sext the artist during the fair. Finley will paint images she receives and the paintings will remain on view for the duration of the fair. The performance series is presented by Coagula Curatorial of Los Angeles, CA.

Finley's work has caused controversy for her graphic depictions of sexuality and abuse. She has received multiple awards, including a Guggenheim Fellowship. She teaches at NYU, has exhibited nationally, lectures extensively and has authored several books.

Techo will present a series of installations as part of their project ARTECHO, outside of the fair's entrance.

The organization has invited a group of nineteen artists from around the world to create small-scale replicas (16x 8 inch) of the houses that are built by TECHO throughout Latin America to raise awareness about extreme poverty and its effects.

Miami-based artist and designer Fabian de la Flor will perform a live intervention on a

full-scale 194 square foot house. He will paint the house throughout the five-day fair. Viewers are invited to step inside and view a photographic exposition mounted inside the house.

When Miami Project is all said and done, Fishko and Wainhouse hope visitors enjoy their experiences, respond to the artwork and get to know Miami-based cultural organizations a little better.

“Our hope is that people respond as well to Miami Project as they have to our other fairs around the U.S.,” said Fishko. “We also hope to continue to partner with great cultural organizations and that Miami Project cements its place as a must-see event during Art Basel week.”

Here are a few artworks exhibited at the Miami Project 2012:



“Hierarchical Pastel” by Tony Oursler, 2012. Steel Stand, Projection and Mixed Media, 64 x 8 x 20 inches. Exhibited Gallery Paule Anglim (San Francisco, CA). Image courtesy Miami Project.



“Bearings” by Thomas Allen, 2012. Chromogenic print, 12 x 15 inches. Exhibited FOLEY (Chelsea, NY). Image courtesy Miami Project.



“Untitled” by Marcelyn McNeil, 2012. Oil on panel, 58 x 60 inches. Exhibited with Conduit Gallery (Dallas, TX). Image courtesy Miami Project.



“Whiteout” by Barbara Takenaga, 2011. Acrylic on linen, 42 x 36 inches. Exhibited with DC Moore Gallery (New York, NY). Image courtesy Miami Project.



“Monte Vista to Central” by Pamela Jorden, 2012. Oil on linen, 60 x 36 inches. Exhibited with Romer Young Gallery (San Francisco, CA). Image courtesy Miami Project.



“Blow” by Matthew McConville, 2012. Oil on canvas, 40 x 30 inches. Exhibited with Richard Levy Gallery (Albuquerque, NM). Image courtesy Miami Project.

BASIC FACTS: Miami Project is being held from Dec 4 to 9, 2012. The Miami Project Pavilion is located at NE 29th Street and NE 1st Avenue, Miami, FL in the Wynwood Arts District. The Preview will be held Tuesday, Dec 4, from 5:30 to 10 p.m. The fair continues through Dec 9. It opens daily at 11 a.m. Admission is \$20 per day or \$35 for a multi-day pass. Tickets for the Preview are \$25. www.miami-project.com.

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