



Highlights from Miami Project 2012

December 17, 2012

by Pat Rogers

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MIAMI, FL-

The results are in: Miami Project has been dubbed a success. The gauge for the pronouncement was three-fold: visitor response, exhibitor feedback and the numbers. Miami Project drew over 15,000 to its inaugural art fair with some galleries registering total sales of six figures, according to Miami Project.

Reported sales ranged up to \$32,000 with many sales and prices remaining private. The fair drew noted art collectors, curators and celebrities. These include art collectors Beth Rudin DeWoody, Marty Margulies, Jason Rubell and Susan and Michael Hort plus celebrities Sean “Diddy” Combs and Usher.

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Photo by WorldRedEye.com. Courtesy Miami Project.

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Some artworks purchased at Miami Project will go on to other exhibitions. Nina Katchadourian’s installation “Lavatory Self Portrait in the Flemish Style” will be recreated at the 2013 Art Basel Miami Beach. The work was purchased by Marty Margulies from Catharine Clark Gallery (San Francisco, CA).

Chris Doyle’s new media work and watercolors will be shown at the inaugural opening of the 21c Hotel in Bentonville, AK in 2013. The artworks were purchased by the 21c Museum in Louisville, KY from Catharine Clark Gallery.

Just as important as sales and attendance figures to Miami Project was distinguishing itself from the throng of art fairs presenting in Miami and Miami Beach during the first week in December, said the fair’s managing partners Max Fishko and Jeffrey Wainhouse. To do so, the fair was designed with wide open spaces, lounge areas and spacious booths that welcome viewers to enter and experience the art.

“There was a significant difference at Miami Project — it was palpable,” stated Fishko. “When you walked through the fair, you didn’t feel like you’re coming into some crammed, noisy cattle market.”

Wainhouse agreed. "The emphasis of our shows is to present our exhibitors in the best possible light," he stated in a fair release. "The bright and open space with easy-to-navigate layout, spacious aisles and various lounges both inside the fair and in the garden, enhanced the visitor experience."

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Painting seemed to dominate Miami Project with sculpture and photography having strong representations. Following are a few of the artworks and booths that caught my eye:

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Eric Firestone Gallery (East Hampton, NY) presented paintings by Gregory Johnston and artworks by BÄST, Tseng Kwong Chi, Jorge Fick, Sidney Geist, Vincent Longo, Tony Rosenthal, Kenny Scharf and Andrew Schoultz.

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Eric Firestone Gallery (East Hampton, NY)

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"Untitled" by Chuck Webster, 2012. Oil on panel, 60x 72 inches. Exhibited Steven Zevitas Gallery (Boston, MA).

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Artwork by Rogelio Manzo. Exhibited by Jack Fischer Gallery (San Francisco, CA).

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Paintings by Jaq Chartier. Exhibited Platform Gallery (Seattle, WA).



"20 Samples" by Jaq Chartier, 2012. Acrylic, stains, and paint on panel, 24 x 20 inches. Exhibited by Platform Gallery (Seattle, WA).



"Travelers Edition 1/2" by Michele Pred, 2011. Airport confiscated scissors, wood and polyester, edition variete. Exhibited Jack Fischer Gallery (San Francisco, CA).



Mark Borghi Fine Art (New York City, Hamptons & Palm Beach, FL) presented works by John Chamberlain, Sam Francis, Robert Ryman, Yayoi Kusama and more.



"Vogue/Vague Magazines" by Andrea Mary Marshall, 2011. Acrylic, gouache, and Sharpie on Vogue Magazines. Part of Toxic Women Series. Exhibited by Allegra LaViola (New York, NY)



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"Bullet Holes" by Mark Flood, 2002. Acrylic on canvas, 66 x 48 x 2

inches. Exhibited Marty Walker Gallery (Dallas, TX).



"Ice Palace" by Mark Flood, 2004. Acrylic on canvas, 66 x 48 x 2 inches. Exhibited Marty Walker Gallery (Dallas, TX).



Constructions by Matjames Metson (front) with artworks by Tim Youd inside booth. Exhibited with Coagula Curatorial (Los Angeles, CA).



Detail of a construction by Matjames Metson. Exhibited with Coagula Curatorial (Los Angeles, CA).

BASIC FACTS: Miami Project was held from Dec 4 to 9, 2012 in the Wynwood Arts District in Miami, FL. This was the first Miami-based art fair for artMRKT Productions, headed by Max Fishko and Jeffrey Wainhouse. artMRKT Productions presents art fairs in the Hamptons, Houston, San Francisco and now Miami. The company was launched in 2011. www.miami-project.com.

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