



Frieze New York 2013 Has Its Own Solar System of Satellite Fairs

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by Pat Rogers

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NEW YORK CITY, NY-

With the dust barely settled after the dismantling of the annual blockbuster Armory Show art week in March, the art world is wading back into the thick of things this week as London's Frieze Art Fair (friezenewyork.com) returns for a second New York installment on Randall's Island in an expanded form and with a galaxy of satellite fairs in orbit around it.

In addition to the big Frieze New York show on Randall's Island, with 180 galleries from across the globe gathered under one ginormous tent as its centerpiece (see separate Dispatch), there are no fewer than seven other fairs with their own gravitational pull spinning simultaneously in the Frieze solar system across the metropolitan area.

If the Pulse, Pool, NADA NYC, or SEVEN at the Boiler events aren't enough to satisfy a visitor's yen for inter-art fair exploration, there's also Cutlog NY, Parallax and the brand new Fridge Art Fair. One of last year's satellite fairs, Verge NYC, is taking the year off and planning a return in 2014.

Running from May 9 to 13 on the Lower East Side, the debut of **Cutlog NY** represents a bid to build on the Cutlog Art Fair's success in Paris over the past four years. Some 45 galleries and curators, according to organizers, will present "art, installations, performances, talks, and films in a creative architecturally designed environment allowing each art project to have its own identity and a unique art interaction with the public." Cutlog NY at The Clemente, 107 Suffolk Street, NY 10002: www.cutlogny.org.

Also boasting Lower East Side street cred is another first-timer, **Fridge Art Fair**, running from May 9 to 13 at Gallery OneTwentyEight, 128 Rivington Street. Fridge founder and artist Eric Ginsburg said in March that he "wanted to create an atmosphere that was intimate in space and feel, but powerful in artist representation. Fridge is a fair about being outside of the box, but yet inside the Fridge," he said. A roster of U.S. and international artists will have work on view. www.fridgeartfair.com.

The second edition of **NADA NYC** will run from May 10-12 on Pier 36 at Basketball City, 299 South Street on the East River. According to the New Art Dealers website, the organization's non-profit model "has always been a flexible and adaptable one, which continues to respond to the needs of its exhibitors and the art world at large by creatively reinventing the experience and presentation of art in a fair environment. NADA NYC is dedicated to showcasing new art, and to celebrating the

rising talents from around the globe.” www.newartdealers.org.

The third annual Parallax ‘Art’ Fair will be held in the Prince George Ballroom at 15 East 27th Street on May 11 and 12 from 11 a.m. to 5 p.m. both days. According to the website, the **Parallax AF International Artist Fair** “is the first non-art fair that makes a uniquely refreshing conceptual statement about subjectivity and the commoditization of taste. It offers an intellectual framework where visitors can dare to be themselves for a change.” www.parallaxaf.com.

Back for a 13th year (the first edition in 2000 was titled the New York Independent Art Fair), **Pool Art Fair New York 2013** runs from May 10-12 at the Flatiron Hotel, 9 West 26th Street. Inspired by the French tradition of artists fairs, starting from Courbet’s 1863 Salon des Independents (aka Salon des Refusés), according to the website: “Pool is the premiere fair in the U.S. dedicated to unrepresented artists.” The 3-day exhibition includes curated exhibitions and lectures addressing the challenges of the current art world, along with special projects and events. www.poolartfair.com

PULSE New York runs from May 9-12 at the Metropolitan Pavilion, 125 West 18th Street, in Chelsea. According to the website, “PULSE Contemporary Art Fair is the leading U.S. art fair dedicated solely to contemporary art. Through its annual editions in Miami and New York, PULSE provides a unique platform for diverse galleries to present a progressive blend of renowned and pioneering contemporary artists, alongside an evolving series of original programming ... In addition, PULSE develops original cultural programming with a series of large-scale installations, its PULSE Play> video lounge, and the PULSE Performance events. PULSE supports numerous nonprofit art organizations and schools.” pulse-art.com.

To use its full name, **seven @ SEVEN 2 at The Boiler** opens May 10 and takes the prize for endurance, running through June 9 at The Boiler at 191 North 14th Street in the Williamsburg section of Brooklyn (11211). Launched in 2010 by seven galleries from New York and London, according to the website, SEVEN is “a unique initiative committed to presenting artworks on their own terms and providing an intimate, personal way to engage the viewer.” At The Boiler, the work of one artist from each of the participating galleries will be on view, with installations, paintings and sculptures featured in a co-curated presentation. According to the website, “this emphasis on cooperation rather than competition is a founding principle of SEVEN that truly puts the art viewing experience ahead of all other considerations.” www.seven-miami.com.

HAMPTONS INSIDER:

ERIC FIRESTONE GALLERY of East Hampton exhibits at Pulse New York at Booth C1.

HALSEY MCKAY GALLERY of East Hampton presents art by Denise Kupferschmidt at NADA.

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