



SCOPE
NEW YORK 2012
MARCH 7 - 11
PRESS KIT

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Press Release
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OUR REACH IS GLOBAL
OUR SCOPE IS INFINITE

SCOPE

With over 45 art fairs spanning more than a decade, SCOPE has solidified its position as the premier showcase for international emerging contemporary art and multi-disciplinary creative programming. SCOPE's extensive reach enables an unrivaled opportunity for networking with art patrons, creative professionals and a culturally relevant public audience. Renowned for presenting the most innovative galleries, artists and curators, SCOPE Art Shows in Miami, Basel, New York, London and the Hamptons have garnered extensive critical acclaim, with sales of over \$200 million and attendance of over 425,000 visitors.

SCOPE taps into the cultural psyche to present only the most pioneering work across multiple creative disciplines. With over a decade of critically acclaimed art fairs and non-profit initiatives that extend beyond the ordinary in Contemporary art, design, music and fashion: Our Reach is Global. Believing the creative act has no bounds: Our SCOPE is Infinite.

DURST FETNER

chashama



COLLECTRIUM



JIMMY



URBANEARS

FOR IMMEDIATE RELEASE

New York, NY — Following the tremendous success of its Miami edition, SCOPE Art Show returns to New York City for the eleventh year, with an exciting, high-profile location across from The Armory Show.

The 30,000 square foot pavilion on 57th Street and 12th Ave will host SCOPE's flagship fair, SCOPE New York, featuring over 50 international galleries and museum-quality programming that will highlight groundbreaking, emerging work in contemporary art and beyond. SCOPE New York's First View will take place on March 7, 2012, with proceeds benefitting New York-based non-profit, chashama.

The SCOPE pavilion will also be home to the newly launched SCOPE Foundation Series, showcasing a variety of projects, events and performances across multiple creative genres, including art, design, film and fashion. Proceeds from this series will benefit The SCOPE Foundation, creating continued opportunities for emerging artists and galleries worldwide.

SCHEDULE FIRST VIEW

Wednesday | March 7 | 3pm - 9pm
 For VIP and Press
 (or \$100 donation at door)
 Proceeds benefit chashama

SHOW HOURS

Thurs | March 8 | 11am - 8pm
 Fri | March 9 | 11am - 8pm
 Sat | March 10 | 11am - 8pm
 Sun | March 11 | 11am - 7pm

TICKETS ADMISSION

Free for VIP cardholders
 FirstView | Wednesday | \$100
 General | Thurs - Sun | \$20
 Student | Thurs - Sun | \$15



Exhibitors List

EXHIBITORS A-Z

- A19** ARCH 402 Gallery
E05 ART LEXING
B05 Art Mür
D07 ArTepuy
E01 AUREUS Contemporary
D03 BRUNDYN + GONSALVES
E10 C. Emerson Fine Arts
D10 C. GRIMALDIS GALLERY
E12 Center Space
G01 Civilian Art Projects
A15 Corey Helford Gallery
A07 De Buck Gallery
A23 dianne tanzer gallery + projects
G12 Dorian Grey Gallery
A27 Dubner Moderne
A03 Eleanor Harwood Gallery
B12 Emmanuel Fremin Gallery
D05 eN arts
F01 Eric Firestone Gallery
E03 Ethan Cohen Fine Arts
C03 faktoria artystyczna
A50 Gagliardi Art System
B03 Galería Christopher Paschall s.XXI
A33 GALERÍA CONTRAST
A52 Galerie E.G.P
D12 Galerie GAIA
C08 GALERIE KASHYA HILDEBRAND
D01 Galerie [SAS]
B15 GALERIE VON BRAUNBEHRENS
- A35** gallery nine5
A40 Giampietro Gallery
F13 Global Art Group
H13 Golden Thread Gallery
G05 GROTTO FINE ART
A09 HARDCORE ART contemporary space
E15 Krause Gallery
F11 LICHT FELD
A29 LIGHT WORK
C12 LYLE O. REITZEL GALLERY
A11 MINDY SOLOMON GALLERY
A13 Muriel Guépin Gallery
F07 NOMAD Gallery
A48 now contemporary art
H01 PATRAJDAS Contemporary
H28 RARE Gallery
H10 Red Truck Gallery
C15 ROBERT FONTAINE GALLERY
F05 SALON VERT
H25 SCREAM
A21 Sloan Fine Art
B01 SPINELLO PROJECTS
A53 steven harvey fine arts projects
A55 The Flat - Massimo Carasi
A17 The Nooke
G10 Waterhouse & Dodd
H16 WHITE WALLS
H03 witzenhausen GALLERY

FEATURED SECTIONS

- A01** A.M.F. Projects | Lainie Love Dalby
The Diamond Den
B07 Aperture Foundation
A05 Artists Wanted | Year in Review 2011
Andreas von Gehr
A25 *chashama*

SPECIAL PROJECTS

- PAV** The SCOPE Foundation AWARD
Presented by WelcometoCOMPANY
P01 SCOPE Foundation | Robert Montgomery
The City is Wilder Than You Think
P02 Primary Projects | Kenton Parker
Infinity Trophy Room
P03 The CENTER | various artists
Burn Before Reading
P04 A.M.F. Projects | Brent Birnbaum
If There is One, Has God Been to Ikea?
P05 SCOPE Foundation | David Rosenbloom
Sengen's Window
P06 SCOPE Foundation | cART Watch Project
Focus: Puerto Rico

LOUNGES

- PAV** SCOPE Lounge | La Esquina
A26 Rums of Puerto Rico
Daily Cocktails 4pm - 6pm

SCOPE EXHIBITORS HIGHLIGHTS

ART MÛR | CANADA



SIMON BILODEAU
Le monde est un zombie
Installation

GALERIE [SAS]



FRED LAFORGE
Personnage pixel (detail), 2011
Resin, 22" x 6" x 6"

APERTURE FOUNDATION



TEREZA VLČKOVÁ
From the series *A Perfect Day*,
Elise..., 2007

DE BUCK GALLERY



RUBY ANEMIC
No Guts No Glory, 2012,
Sculpture, Neon, 19" x 48"

SPINELLO PROJECTS



AGUSTINA WOODGATE
Sooner Than Later, 2011
If These Walls Could Talk Series
Sanded World Globe

THE FLAT - MASSIMO CARASI



PAOLO CAVINATO
Rilievo #1, 2012
Cardboard, acrylic, paper, plexiglass
85cm x 85cm x 8cm

THE NOOKE



COLIN BEATTY & CRAIG SMITH
FireSale, 2012
Performance

ELEANOR HARWOOD GALLERY



PAUL WACKERS
Wait for It, 2011
Acrylic & spray paint on panel
60" x 48"

BRUNDYN + GONSALVES



TOM CULLBERG
Landscape and Memory, 2011
Oil on canvas, 130cm x 170cm

NOMAD GALLERY



SATCH HOYT
Kick That
Steel, bronze, wood, swarovski
crystals, synthetic grass and
acrylic box with original
soundtrack by the artist

SALON VERT



LUCY LIU
Totem, 2011
Bronze, 100" x 33" x 25"
Edition of 8

PATRAJDAS CONTEMPORARY



KATE MACDOWELL
Daphne
Hand built porcelain, ceramics
53" x 17" x 40"

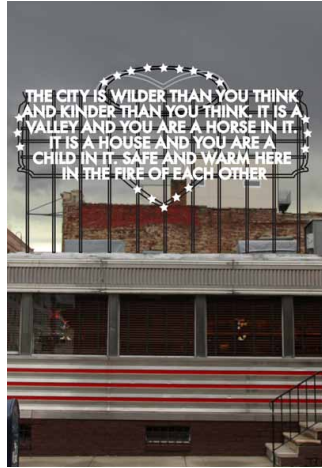
SPECIAL PROJECTS

THE CITY IS WILDER THAN YOU THINK...

PAVILION ENTRANCE | P01

Robert Montgomery
Presented by the
SCOPE Foundation

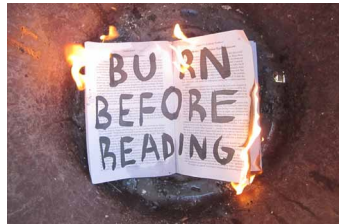
Positioned outside the SCOPE Pavilion walls and visible from the West Side Highway, Robert Montgomery's new work delves into our collective unconscious with his melancholic *The City is Wilder Than You Think*, 2012. This large, site-specific text work engages dialogue through the Situationist concept of detournement, which hijacks advertising space in the city, often illegally, and replaces the advertising with poetry.



BURN BEFORE READING

PAVILION LOUNGE | P03

The CENTER,
Cinders Projects,
Lilah Freedland &
The ProFailure Press



The CENTER, Cinders Projects, Lilah Freedland and The ProFailure Press collaborate on *Burn Before Reading*, a collection of small edition and handmade books, text based artworks and Oral Tradition, a reading and performance series

PARTICIPANTS INCLUDE:

Kevin Hooyman, Chris Day, Public Fiction, Dunja Jankovic, Jocko Weyland, STO, Chris Habib, Ric Ocasek, Visitor Design, Mother News, Bongout, Will Robison, Sara Register, Andrya Ambro, Liz Enz, Zach Layton, Jef Wolfy Scharf, Ben Fine, Taylor Hall, Brute Force, Christine Edwards, Matt Bua, Matthew Bakkom, Steve Five, Chrissy Conant, Shannon Ebner, Carrie Dashow, Nick Stolle, Aaron Diskin, Alexandra Posen, Will Robison, Alison Busch, Sara Shaul, Emily Noelle Lambert, John Christopher Morton, Aaron Diskin, Mike Guy, Tim Harrington, Allyson Mellberg, Jeremy Taylor, Kelie Bowman, Birdsong Collective.

Product Donated By

Readings on Wed, Fri & Sat

5:30-7:30pm The Center, SCOPE Pavilion

ProFailure is also pleased to offer:

Coffee and Donuts - Daily from 11am - 2pm



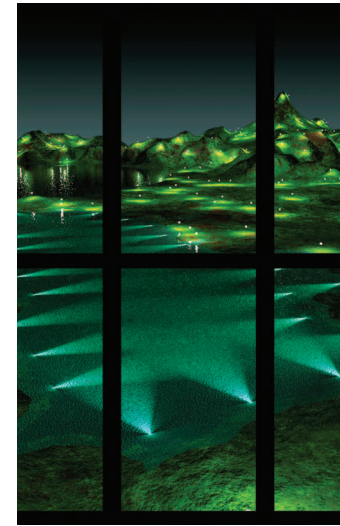
URBANEARS

SEN GEN'S WINDOW

PAVILION | P05

David Rosenbloom
Presented by the
SCOPE Foundation

"The interplay of light, the lyricism of flight and the potency of meditation in communion with the Tokyo landscape seen from Mount Fuji are all at work for multimedia artist David Rosenbloom in his monumental installations. Beyond what is visible on a set of six, flat-screen LCD displays in the moving montage of Tokyo at night, Rosenbloom taps into a vital element unique to an Eastern culture; one whose criteria for aesthetic achievement is based on what is veiled versus what is revealed.



THE DIAMOND DEN

Booth A01

Lainie Love Dalby
Curated by A.M.F. Projects

Referred to as "The Lady Gaga of Consciousness & Spirituality", artist & Interfaith Minister Rev. Lainie Love Dalby, presents *The Diamond Den*, curated by A.M.F. Projects, NYC. Viewers are invited into a fetishistic bricolage layered with pop culture references, melodic soundscapes, bold performance and intoxicating scents, where they may release suffering, self-examine, forgive and learn to 'live your best life' -- as the Minister Lainie Love listens and connects to visitors on a raw human level.



SPECIAL PROJECTS

IN FINITY TROPHY ROOM PAVILION LOUNGE | P02

Kenton Parker
Curated by Primary Projects

Located at the entrance to the fair, Kenton Parker's Infinity Trophy Room, curated by Primary Projects, explores the dual natures of victory and defeat. This site-specific room of endlessly multiplying trophies comments upon the illusion of triumph and the ultimate gesture to mask the deepest insecurities and failures of the individual.



APERTURE FOUNDATION BOOTH B07

Aperture, a not-for-profit foundation, connects the photo community with the most inspiring work, the sharpest ideas, and with each other—in print, in person, and online. Visit the Aperture booth at SCOPE New York to subscribe to Aperture magazine, see new books including The New York Times Magazine Photographs and the stunning collection of limited edition photographs.



ARTISTS WANTED BOOTH A05 YEAR IN REVIEW 2011

Featured Artist | Andreas von Gehr
Based in Chile, mixed-media artist Andreas von Gehr captures the intersection of photography, digital media and painting in an exploration and experimentation of the disarticulation and reconstruction of the image. As the son of a German citizen who emigrated to Chile in the 1960s, von Gehr's visual productions incorporate themes surrounding notions of family and the condition of the immigrant.



LACK PAVILION | P04

Brent Birnbaum
Presented by A.M.F. Projects

Deceptively minimal in its presentation and palette, Brent Birnbaum's site-specific installation is composed from hundreds of trash-bound Ikea shelves, that the artist collected a multitude of sources. Birnbaum spent years scouring the streets, answering craigslist ads and following word-of-mouth leads to find each plank that comprises this installation. Believing that the purchase, then ultimate disposal of Ikea furniture signifies a rite of passage into adulthood, Birnbaum's collection of random Ikea pieces represents countless stories from disparate individuals, all with one common thread: that upon trashing their utilitarian furniture for the masses, have all achieved a new level of maturity in society, yet one that is still defined by assimilation.



CHASHAMA *chashama* BOOTH A25 ALL SCOPE'S FIRST VIEW PROCEEDS BENEFIT CHASHAMA

SCOPE Art Show is proud to support chashama, one of New York City's oldest and most respected not-for-profit arts organizations. Chashama supports communities by transforming temporarily vacant properties into spaces where artists can flourish. By recycling and repurposing buildings in transition, chashama invests in neighborhoods, fosters local talent, and sustains a vast range of creativity, commerce and culture.



SCHEDULED EVENTS

PANEL DISCUSSION TOP FIVE ARTISTS TO WATCH THIS 2012 - SCOPE & BEYOND

THURS | MARCH 8 | 6PM
OFF-SITE | SOHO HOUSE, NY
BY INVITATION ONLY

In a pluralistic art world, how does anyone decide what's exciting, interesting, worth talking about? Panelists Jason Stopa, Noah Becker, Anthony Haden Guest & Robert C. Morgan will present 5 artists in an open forum discussion. Guests can anticipate a range of perspectives from the critics, artists and curators in this forum, as each one chooses their 5 to discuss and debate.
Panelists from: NY Arts Mag | Whitehot Mag | The Arts Newspaper

FILM SCREENING NEW YORK IS NOW

SAT | MARCH 10 | 5PM
OFF-SITE | SOHO HOUSE, NY
BY INVITATION ONLY

Artist and publisher Noah Becker takes viewers on a fastpaced trip through the contemporary art scene in New York - now. Major artists, auction houses, curators and dealers alike put forth their views on issues of decentralization, the market climate, and the clash between real and virtual space via social media and the internet at large.

SECOND WAVE | LE BAIN | THE STANDARD OFFICIAL SCOPE FIRST VIEW AFTER-PARTY

WED | MARCH 7 | 10PM
BY INVITATION ONLY

You are invited to get loose at Le Bain on Wednesday March 7 evening, following SCOPE New York's First View Reception. From 10PM onwards, Le Bain will open its discerning doors to SCOPE's VIPS, Exhibitors, Press and friends for a night of cocktails and dancing, overlooking the NYC skyline.

Le Bain
The Standard, New York
444 West 13th Street



THE ONE FIFTY OFF-SITE | JIMMY EXCLUSIVE VIP & PRESS EVENT

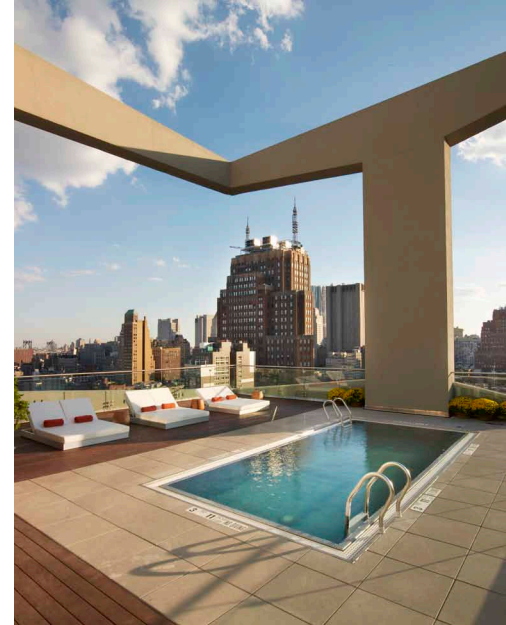
THURS | MARCH 8 | 8PM - 12AM
BY INVITATION ONLY

SCOPE Art Show is positioned at the cutting-edge of the contemporary art world, known for their uncanny ability to forecast new trends that are embraced globally. SCOPE's reach extends beyond the art arena and into multiple creative genres, much like their audience: a diverse crowd of tastemakers that defy conventional categorization.

SCOPE honors innovators in creative industries for their intrepid drive and incomparable ability to change the world through the creative gesture. For each edition of the SCOPE Art Show, our organizers, partners and advisers select 150 visionaries in art, fashion, design and music, all of whom play an integral role in defining the global, cultural landscape. This New York 2012, SCOPE has partnered with Mr & Mrs Smith, the world's boutique hotel experts, to host THE ONE FIFTY. JIMMY

15 Thompson St (@ Grand St)
New York, NY 10013

VIPs & Press
By Invitation Only



JIMMY



TECHNOLOGY

**AUGMENTED MOUNTAIN
THROUGHOUT PAVILION & OUTSIDE PAVILION
PALIMPSEST
IPHONE & IPAD APP**



Augmented Mountain's unique toolkit, Palimpsest, enables the creation of narratives contextualized by geographic location, games that interact with the physical environment, and artistic performances and installations that are virtually attached to real-world physical space.

Augmented Mountain, in collaboration with SCOPE, is using art fair geographies to demonstrate the fun, informative and mercantile capabilities of their innovative apps. This mobile media project allows users to learn about SCOPE Special Projects and events happening during the fair, while playing an augmented reality photo mash-up sculpture game. Download the apps for free and experience their unique capabilities for combining worlds.

**COLLECTRIUM
CHECK-IN COUNTER
SCOPE IPHONE**

COLLECTRIUM™

At this year's SCOPE New York, COLLECTRIUM will be introducing the new SCOPE iPhone and iPad app. Powered by COLLECTRIUM, the centralized app will include a full listing of all past SCOPE digital catalogues and program information in one easy-to-use format.

The SCOPE app will be the first of its kind to feature video. Exhibitors will now be able to upload video links and images within an art object, and users will be able to view the video from within the app on their iPhone or iPad. Search for "Scope Art" at the iTunes App Store to download the free app and begin using it at the fair!

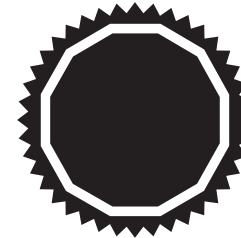
**THE SCOPE FOUNDATION AWARD
PAVILION & VARIOUS LOCATIONS
PRESENTED BY WELCOMETOCOMPANY**

With the generous support of WelcometoCOMPANY, SCOPE New York is pleased to showcase the work of five extraordinary artists, all of whom have been nominated for this year's SCOPE Foundation AWARD. Nominees for the award will be filmed by WelcometoCOMPANY at SCOPE New York's pavilion during First View, Wednesday, March 7th, 3pm-9pm.

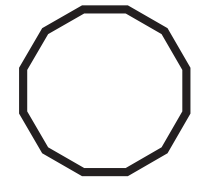
The winner of the SCOPE Foundation AWARD will receive 100 square feet of exhibition space at the next SCOPE show, as a featured highlight of the Special Programming. Additionally, the winning artist will receive an opportunity to create an installation in the WelcometoCOMPANY ArtV (RV), which will debut at the Official SCOPE Party, Friday, March 9th, 10pm onwards.

The winner of the SCOPE Foundation AWARD, presented by WelcometoCOMPANY, will be officially announced at THE ONE FIFTY, VIP and Press reception at Jimmy, on Thursday March 8th, 8pm onwards

WelcomeToCOMPANY is a curated secondary art market and community, for collectors, by collectors™, providing a venue for collectors of Emerging Art to discover the next great artist and the tools to acquire and sell your art. WelcomeToCOMPANY members have exclusive access to an annual calendar of complimentary members-only parties, meet-the-artist events, and informal educational offerings, all to foster the growth of an exciting, vibrant and sophisticated community of like-minded Emerging Art lovers. WelcomeToCOMPANY is the most secure and convenient online community to discover artists before they are famous.



AWARD



CENTER

Always striving to support advancement in the arts, The SCOPE Foundation presents UNION; an offshoot that strategically partners with like-minded not-for-profits, institutions and initiatives to realize even greater goals. We are also pleased to offer opportunities, gifts and donations to organizations with outstanding direction and impact in the contemporary cultural landscape.



UNION

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