



# VOLTANNY

THURSDAY MARCH 8TH - SUNDAY MARCH 11TH 2012 / 7W 34TH STREET, NEW YORK, NY



# ART/TREK NYC



## ART/TREK NYC

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CJ Follini

Hanna Chung  
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Melissa Murray  
Melodie Provenzano  
Randal Wilcox  
Amy Wilson

COVER  
Art/Trek NYC

INSIDE  
Randal Wilcox  
*Self-Portrait as a Pair of  
Art-Collectors*  
2011

Water Color, Graphite, and  
Acrylic on Paper  
18 x 24 inch / 45 x 61 cm

RIGHT  
Art/Trek NYC  
Featured Artists and  
Co-Hosts

Art/Trek NYC is a five borough quest to discover emerging artists in the new cable TV series premiering on NYCLife (Channel 25). Traveling in the show's signature mobile art gallery—a converted mobile home, nicknamed ArtV—host CJ Follini is joined by an art world luminary from each borough serving as guest hosts as they meet artists hopeful of breaking into New York City's competitive art scene. Each artist creates an impromptu show in the ArtV and invites neighbors to view the work and share their opinions on camera. One of the five artists will be selected during a live filming at VOLTA NY 2012 to have their first ever solo gallery show underwritten by the show's sponsor (described below) in the season finale.

Each of our Season One artists are stand outs in their mediums. Staten Island features photographer Nicholas Fevelo. Bronx artist Christopher Smith takes on multi-media projects with paint, video, and found objects. Photographer Allison Kaufman resides in Manhattan. Brooklyn brings us performing and video artist Edoheart. Meanwhile, installation duo Peacock, Chris Attenborough and Sean Naftel, hatch their plans in Queens.

Art/Trek NYC is brought to you by WelcometoCOMPANY.com, an online and offline community created for collectors, by collectors™ of emerging art. Our network provides art enthusiasts with a one-stop home to satisfy their obsession. This includes: the Art/Trek NYC TV-show; a website to network & curated secondary market; and monthly members-only meetups known as The Collector Series™. WelcometoCOMPANY.com prides itself in discovering fresh, engaging artists, and sharing those artists with its members through multiple platforms such as Art/Trek NYC and Limited Edition prints. Welcome to COMPANY!



**ART/TREK**  Welcometo  
**COMPANY.com**





ARTSPACE.COM  
NEW YORK



# ARTSPACE.COM

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## CONTACT NAME

Christopher Vroom

## COVER

assume vivid astro focus

*amour vivacité ardeur fantaisie*

2011

Print

12 x 17 inch

12 x 40 inch

## INSIDE

assume vivid astro focus

*annoyingly vulgar? amorously fatal?*

2011

Print

12 x 17 inch

12 x 40 inch

## LEFT

Peter Doig

*Untitled*

2011

Print

29,3 x 23,2 inch

## RIGHT

Steve Miller

*Law of the Jungle*

2011

Photograph

12 x 17 inch

Artspace is the premier online marketplace for contemporary art, offering collectors and aspiring collectors the opportunity to discover, learn about and collect art by top contemporary artists from the world's leading museums, cultural institutions, galleries and, directly from artist's studios. Membership to Artspace is free, prices start at \$200 and every sale of artwork on the site supports an artist, cultural institution or non-profit organization. For more information, visit [Artspace.com](http://Artspace.com).

## ASSUME VIVID ASTRO FOCUS

assume vivid astro focus (avaf) is an artist duo made up of Eli Sudbrack and Christophe Hamaide Pierson. Born in different parts of the world, sometime between the 20th and 21st centuries, the pair are nomads. Their explosive works are a chaotic, visually stimulating mash-up of references and have been exhibited at numerous international venues including the 2004 Whitney Biennial, the 2008 São Paulo Art Biennial, Deitch Projects in New York, and the Hiromi Yoshii Gallery in Tokyo, Japan. They are in the permanent collection of the Museum of Modern Art, New York. In just the last year, avaf was featured on the PBS series Art 21, produced a series of paintings and installations for *Commes des Garçons*, designed the facade and interior of the Galeria Melissa store in São Paulo, and worked with Lady Gaga to create the very original and eccentric Gaga's Holiday Workshop at Barneys New York.

## PETER DOIG

Peter Doig's paintings capture moments of the everyday with a dream-like tranquility altered through the use of staining, dripping, stippling, and a vibrant range of electric, almost hallucinatory, colors. The artist began showing in pubs and bars in England in the early 1980s, catching the eye of mega-collector Charles Saatchi. In 1984, an exhibition of paintings held at Victoria Miro Gallery was short-listed for the prestigious Turner Prize. A major retrospective of Doig's work was presented by Tate Britain in 2008.

## STEVE MILLER

Miller is an artist whose knowledge of visual culture and technology allows him to create works that are both densely intellectual and aesthetically beautiful. Trained by silkscreen printers who worked with Andy Warhol, and inspired by artists like Robert Rauschenberg who boldly mixed imagery in his work, Miller's photographs and paintings are uniquely wrought examinations of the systems that constitute our world.



Lynx Design / Bloomer's Club Gallery NY



Glenn Marshall / iPad Art / 100 Culture Shock



# CULTURE SHOCK

NEW YORK

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BOOM! BOOM!

BOOM! BOOM!

BOOM! BOOM!

BOOM! BOOM!

BOOM! BOOM!

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BOOM! BOOM!

# BOOM!: BOOMBOXES, IPADS, AUDIOVISUAL INTERFACES

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Debra Anderson

## EXHIBITED ARTISTS

Lyle Owerko

Glenn Marshall

Dave Hodge

## PERFORMING ARTISTS

Victor "Kid Glyde" Alicea

Melanie Aguirre

## COVER (TOP IMAGE)

Glenn Marshall

*iPad art*

2009

Digital media

## COVER (BOTTOM IMAGE)

Lyle Owerko

*JVC RC-M70*

2009

Photograph

c/o CLIC Gallery NY

Culture Shock presents BOOM!, a good old-fashioned celebration of technology, creativity, physicality, and art. When input/output jacks were incorporated into boomboxes, allowing for the coupling of devices such as microphones and turntables, an explosion of creativity occurred. New forms of dance emerged, new forms of music, as cultural experimentation was taken to the streets. This installation pays homage to that energy.

BOOM! features Boomboxes from the personal collection of Lyle Owerko, Generative Animation iPad apps from Glenn Marshall, audio interfaces curated by Dave Hodge, and dance performances by Victor "Kid Glyde" Alicea and Melanie Aguirre. Innovation happens when things that are separated get mixed.

VOLTA NY patrons are encouraged to touch the iPads, create with us, interact, smile, dance and be happy.

"Exactly when the term 'boombox' hit the streets is not known for sure. In the United States, department stores apparently began using the term in marketing and advertising as early as 1983. Street slang linguists pin the term down at 1981, and define the boombox as 'a large portable radio and tape player with two attached speakers'. Initially, it became identified with certain segments of urban society, hence the nicknames like 'ghetto blaster' and 'beat box'. And due to their size and relative portability, as the general public began to embrace these gargantuan creations of electronics, lights, and chrome-plated gadgetry, a new form of expression was born."

by Lyle Owerko



Culture Shock is a New York City-based media consultancy for creative industries. We are recognized for strategic and creative approaches to content creation, art curation, marketing, brand development and positioning in global, digital and local markets.

## LYLE OWERKO

Lyle Owerko is a photographer and filmmaker. Known for his perception and knowledge of urban movements, his instinctually crafted visual images have found an incredible place in the lexicon of popular culture, fine art and journalism.

## GLENN MARSHALL

Glenn Marshall's distinct style of abstract computer animation blends modern art, eastern mysticism, mathematics, nature and science. Glenn is a strong advocate of the digital artist's necessity to be both artist and programmer.

## DAVE HODGE

Dave Hodge is an award-winning musician, music producer, composer and sound designer. He's performed with some of the most critically acclaimed acts around the globe, including Basement Jaxx, Bran Van 3000, Macy Gray, Broken Social Scene, Feist and Brazilian Girls.

## VICTOR "KID GLYDE" ALICEA

Head of acclaimed NYC b-boy crew The Dynamic Rockers, Kid Glyde has appeared in numerous dance movies and won several prestigious b-boy titles.

## MELANIE AGUIRRE

A native New Yorker, Malanie has been dancing since the age of 3, and brings a lifetime of artistic creativity and experience to the worlds of dance, film, & music.



# GALLERIST NEW YORK

# Art. Live, up close and personal.



Clean, modern design puts the focus on the art through dynamic, high resolution displays. Intuitive user interface lets you experience everything Gallerist has to offer with minimal navigation.



Simple selection criteria enable you to quickly and easily find exactly the art you're searching for.



View your collection in our virtual gallery, customized to your preferences. Compare individual pieces, narrow your focus and create a custom collection you can visit throughout your selection process.



Intuitive tools provide references for scale and size for the most true to life experience.



# GALLERIST

## INNOVATING THE ART EXPERIENCE

Gallerist is an unique, interactive art platform that unifies the global art community— from artists and dealers to galleries and collectors.

## UNITING CREATORS, COLLECTORS, AND EVERYONE IN-BETWEEN

*Galleries* — Expand your reach with our world-class online experience. Manage your artist and client relationships, hold private appointments, and conduct sales anywhere in the world. Easily manage inventory on your iPad and select what you want to share with collectors and public buyers.

*Art Consultants & Private Dealers* — Securely manage your portfolio with a simple interface, and create custom private galleries for key clients. Provide guidance and insight from anywhere in the world.

*Collectors* — Art, information, and expertise from renowned specialists is just a click away. Browse the latest exhibitions, access show previews, and even try pieces in your home. When you're ready, interact with a dealer. From discovery to delivery, portfolio management has never been easier.

*Artists* — In partnership with your gallery, exhibit in a cutting-edge virtual gallery with stunning detail and scale and share your vision and inspiration with collectors.

*Art Shows* — Share your exhibition and invite visitors through a comprehensive portfolio featuring our intuitive, eye-catching platform.

## VIRTUALIZING VOLTA (AND SHARING IT WITH THE WORLD)

Gallerist is bringing the Volta experience to collectors all over the world via our Beta platform. Invitees enjoy a sample of the Gallerist experience through a show preview and can interact with participating galleries for more information and purchase options. Visit Volta's online exhibition until March 21.

## UPGRADING YOUR ACCESS

Discover more about Gallerist as we unveil select global art events. Gallerist Volta invitees who register will receive a complimentary 3-week pass to view the show online, and VIP invitations to future Gallerist openings and events.

## WHY WE OPEN OUR DOORS

We strive to envelop the world in art, and to make the experience memorable. We believe that technology is at the forefront of the art business evolution, and, with the growth of the art community in mind, we have worked to create a trusted, cosmopolitan art destination.

Founded by a passionate group of private collectors and technology innovators, we believe in the development of meaningful relationships. While Gallerist is not yet open to the public, we encourage you to contact us at [info@gallerist.com](mailto:info@gallerist.com) to explore partnership opportunities and learn more about our platform.

We also believe that creating a community means empowering individual members to shape its development. If you have thoughts on how Gallerist can further enhance your art experience, please send a note to [experience@gallerist.com](mailto:experience@gallerist.com).



# HomeBase Art Service & Products

*The HomeBase Project is a nomadic site-specific residency and research program, exploring the notion of home.*

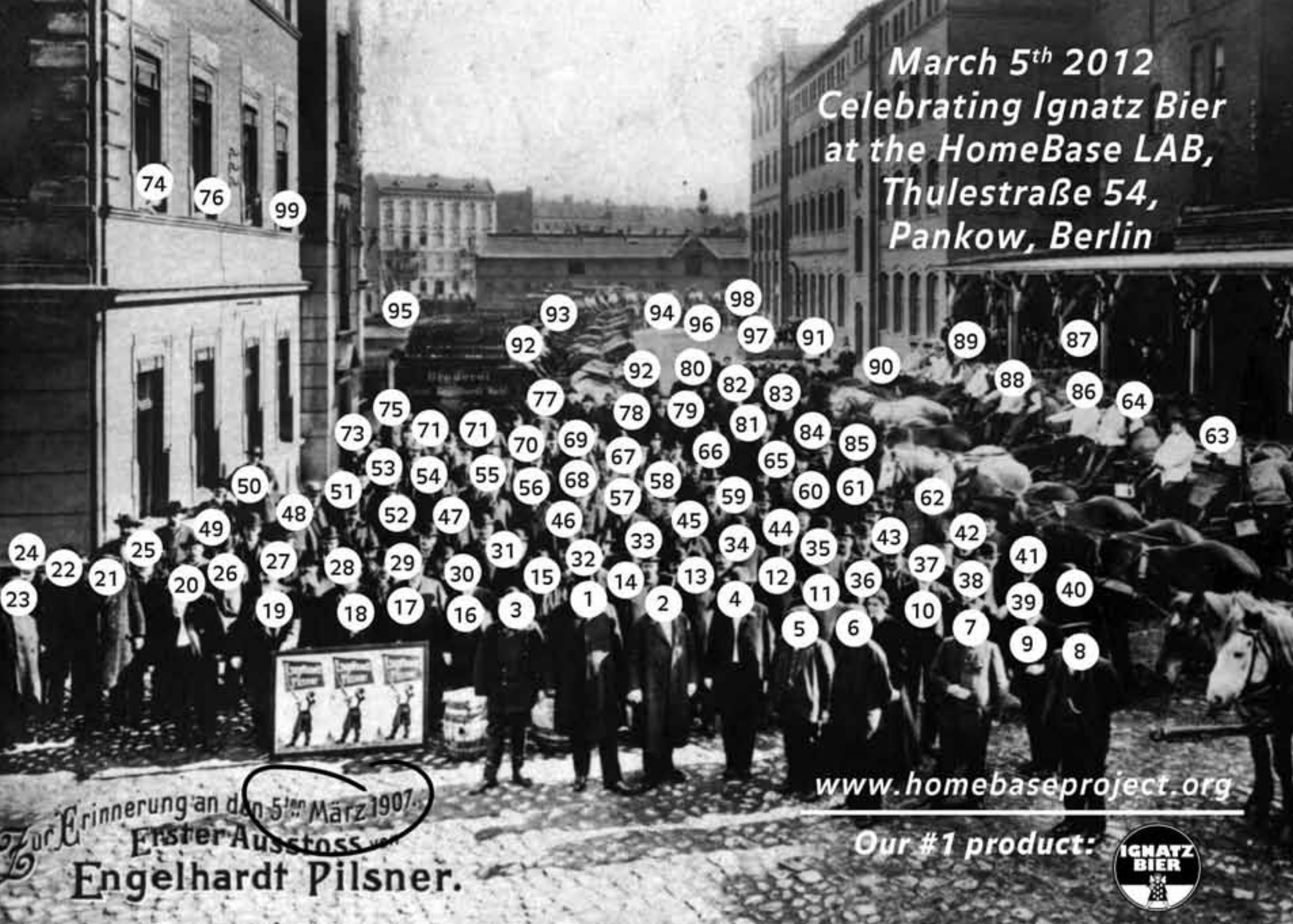
*Operating in the intersection of contemporary art and social innovation, HomeBase seeks to foster interconnectedness in society while experimenting in meaningful urban living.*

*Our art service and products are a poetic and practical manifestation of our vision.*

[www.homebaseproject.org](http://www.homebaseproject.org)

THE HOMEBASE PROJECT  
NEW YORK / BERLIN / JERUSALEM

March 5<sup>th</sup> 2012  
Celebrating Ignatz Bier  
at the HomeBase LAB,  
Thulestraße 54,  
Pankow, Berlin



Zur Erinnerung an den 5<sup>ten</sup> März 1907.  
Erster Ausstoss von  
Engelhardt Pilsner.

[www.homebaseproject.org](http://www.homebaseproject.org)

Our #1 product:



# THE HOMEBASE PROJECT

## WEBSITE

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## CONTACT NAMES

Anat Litwin  
Bas Kools  
Mauricio Lizarazo

## EXHIBITED PROJECT

USA Launch of Ignatz Bier  
The HomeBase Project  
Art Service & Products

## COVER

HomeBase Project logo &  
mission statement

## INSIDE

March 5th 1907 –  
March 5th 2012  
Re-staging of the historic  
Engelhardt photograph  
and celebrating the launch of  
Ignatz Bier—a community  
based product created by  
HomeBase artists, beer  
lovers and neighbors at the  
HomeBase LAB, Berlin.

Original Photograph:  
Launch of Engelhardt Pilsner  
under the management  
of Ignatz Nacher, March 5th,  
1907, at the Engelhardt  
Brewery located Thulestrasse  
54, Berlin, Photographed by  
Waldemar Titzenthaler.

The HomeBase Project is a site-specific residency and research program, exploring the notion of home.

Operating in the intersection of contemporary art and social change, HomeBase seeks to foster interconnectedness in society while experimenting in meaningful urban living.

Each year HomeBase transforms vacant urban sites in neighborhoods undergoing change, into temporary multi-disciplinary “homes” which nurture outstanding artistic exploration, community cultivation, cross-cultural dialogue and education—offered free and open to the public.

The driving force behind the project is a growing group of outstanding international artists and social entrepreneurs, who reflect on home as the foundation of humanity and pursue a vision for a healthier society.

The HomeBase Project was founded in NYC in 2006 by artist and curator Anat Litwin as a nomadic, non-for-profit, artist-run initiative. It has since traveled to five locations in NYC and Berlin in collaboration with over sixty international artists, acknowledged at volta 2009 as a “New Model for Public Art” and featured in notable venues and publications such as the New York Times, and Jerry Saltz “Pick of the Week” in the New Yorker Magazine.

We are now establishing the HomeBase LAB—the headquarters for HomeBase in Berlin—and building our next project, HomeBase VI, marked for 2012 in Jerusalem.

We are proud to launch at VOLTA NYC our international art service and products—a direct manifestation of our projects.

## ABOUT IGNATZ BIER—OUR #1 PRODUCT

Ignatz Bier is a artisan craft pilsner, brewed by HomeBase artists, beer lovers, neighbors and social entrepreneurs at the historic Engelhardt Brewery, located at Thulestrasse 54, Pankow Berlin.

Our beer was named after the first landlord of the building—Herr Ignatz Nacher, a German-Jewish merchant, beer maker, director and main shareholder of the Engelhardt brewery. Nacher transformed Engelhardt brewery into one of the most successful breweries in Germany before it was taken over in the 1930s by the Third Reich, in what became one of the biggest cases of Nazi expropriation.

Exactly 105 years after Ignatz Nacher launched the first “Engelhardt Pilsner” on site, HomeBase Project conducted together with the neighbors, an artistic resurrection of the brewery—re appropriating the building into the HomeBase LAB—an artistic residency and research center exploring the notion of home.

The boutique bottles of Ignatz Bier carry a message of interconnectedness in society and function as a vehicle for realizing our vision.

We are proud to offer to our supporters a unique collectors item: 99 limited signed editions of original Ignatz Bier, brewed on site on the historical date—March 5th, 2012, at the HomeBase LAB.

Prost, Salute & Lechaim!

\* Other Products at the HomeBase booth: A limited edition of the re-staged Ignatz Bier Photographs, Prints, KunstKompost & more



# NURTUREART

NEW YORK



## NURTUREART: DAVID SCHOERNER

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### CONTACT NAME

Marco Antonini

### COVER

David Schoerner

*Montauk* (detail)

2010

Digital C-Print

30 × 36,5 inch

### INSIDE

David Schoerner

*Portrait of a Woman*

2011

Digital C-Print

30 × 36,5 inch

### RIGHT

David Schoerner

*August 1, 2006 5:51:37 PM* (detail)

2011

Polaroid

4 × 5 inch (8 × 9 inch framed)

In his photographic work, David Schoerner develops conceptual and thematic threads that connect apparently disparate images. Each work stands out on its own while also being part of slightly suggested and sparsely detailed narratives. Romanticism goes hand in hand with candor and a certain restraint. Schoerner's fascination with beauty and his penchant for troubled relationships and mixed feelings emerge in *Portrait of a Woman*, the project he presented to NURTUREart's 2011 Open Call. In this well curated series of photographs, we are exposed to a very personal email exchange between lovers, one of them being the artist himself. The images are captured on Polaroid film. In the artist's own words, memory, or the idea of looking back on the past during the present, is apparent in the process of photographing a contemporary form of communication with an outdated one. The Polaroid has often been used as a private medium; just as these emails were written with one person in mind, the Polaroid allows them to exist as a unique print/object. Close by, a large photographic portrait of a slightly melancholic brunette tempts the viewer to identify her as Schoerner's counterpart in the conversation fragments immortalized by the Polaroids. Two likewise romantic landscapes, a panoramic view of a wintry ocean and a slightly defocused image are both pervaded by a sense of ambiguous spatial and conceptual neutrality. Taken together, these images define an open narrative suspended on a fine line between reality and imagination.

David Schoerner (b. 1984) lives and works in New York City. He received his Bachelor of Fine Arts at Montserrat College of Art in Beverly, Massachusetts in 2007 and has participated in group exhibitions in New York, Los Angeles, Hong Kong, Provincetown and Paris.

NURTUREart Non-Profit Inc. is dedicated to nurturing contemporary art by providing exhibition opportunities and resources for emerging artists, curators, and local public school students. The unique synergy between NURTUREart's programs generates a collaborative environment for artistic experimentation. This framework, along with other far-reaching programming, cultivates a supportive artistic network and enriches the local and larger cultural communities.

