

# Plan B

## A Pop-up Exhibition, March 6–9, 2019

**Plan B** is a popup exhibition born out of love and support for the arts, occurring within the heart of the Chelsea Arts District and featuring galleries from all over the world.

**Plan B** is made possible thanks to the generosity of Peter Hort, Rema Hort Mann Foundation, David Zwirner, and RiSBE, as well as colleagues within the arts community, coupled with support and facilitation by team VOLTA and Quang Bao (1969 Gallery director).

“I’ve been completely floored by the outpouring of support from the art community at large.” — Peter Hort

“We are supporting this initiative because we believe in facilitating the production of the lemonade out of these lemons. We don’t want this to be a sad sob story but a story of community coming together and we’re hoping that with the publicity, people will make the effort to go see these galleries and artists.” — Amanda Coulson

“We understand how important an art fair in New York is for an out-of-town gallery, and this is the least we can do. It’s simple: we have a space that we are not using, and we have friends in the neighborhood whom we could ask to join us in providing space. Please come to Plan B and see the work that these galleries have brought to New York.” — David Zwirner

A full list of galleries and artists will follow shortly. Admission is free.

Essential information:

### **Plan B**

525 W 19 St + 534 W 21 St

Opening Wednesday, March 6, 9AM – 5PM

Thursday, March 7, 10AM – 7PM

Friday, March 8, 10AM – 8PM

Saturday, March 9, 10AM – 6PM

Free Admission

**#planBpopup**