

# Storefront for Art and Architecture

## FOR IMMEDIATE RELEASE

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## World Wide Storefront / Situation NY

October 4 – November 21, 2014

### October 3rd Exhibition Opening:

Press Preview: 6 to 7 pm

Opening Reception: 7 to 9 pm



**NEW YORK, NY. September 18, 2014.** Storefront for Art and Architecture announced today the launch of **World Wide Storefront**, a multi-locus project of ten alternative spaces around the globe and a digital platform (WWstorefront.org) designed by Pentagram. A commissioned installation, **Situation NY**, designed collaboratively by artist **Jana Winderen** and architect **Marc Fornes** reflects on the contemporary condition between the digital and the physical and opens in Storefront's New York gallery at 97 Kenmare Street on October 3, 2014 at 7pm.

The ten projects launch simultaneously on September 19, 2014 and include a series of programs, performances, activities and events at project sites. The projects, selected for their ability to produce alternative platforms within their local contexts, range from transoceanic traveling artist residency spaces, to urban interventions in foreclosed

ancient structures, to the construction and inhabitation of residual spaces and structures in the city.

***Situation NY***, the collaboration of **Winderen** and **Fornes**, collapses sound, light and form in an object with intrinsic sensorial behaviors, inviting the visitors to question the properties of matter and the built environment surrounding us. The installation is a vibrating sound experiment that aims to transform the architecture into animated sensible form. Conceived as a sound object that absorbs and contrasts the site specificity of the Storefront Gallery with abstract spatial, formal and acoustic variations and compositions, *Situation NY* raises questions about context, sensorial readings, estrangement and the uncanny. The installation is on display through November 21, 2014 at the Storefront Gallery.

Contrasting with the site specificity and visceral immediacy of the *Situation NY* installation by Winderen and Fornes, an invisible layer of digital content accessed through smart phones and a digital portal bring the visitor into a series of intermediate spaces that connect audiences to the activities of the 10 worldwide locations.

The online platform [WWStorefront.org](http://WWStorefront.org) launches September 19, 2014.

A press preview of the installation will take place on October 3, 2014 at 6pm. RSVP to [km@storefrontnews.org](mailto:km@storefrontnews.org).

### **Installation Design**

Jana Winderen and Marc Fornes as part of the Robert Rauschenberg Foundation's Artistic Innovation and Collaboration Program.

### **Project Artists**

Laura Castro, Engel Leonardo, Monica De Moya and Maurice Sanchez; Hariklia Hari; Andrew Kovacs and Laurel Consuelo Broughton; Pete & Vegas; Ann Lui, Ashley Mendelsohn, Larisa Ovalles, Craig Reschke and Ben Widger; Onya Collective; Maayan Strauss; Sandra Teitge; Megan Torza; and Mimi Zeiger, Leonardo Bravo, River Jukes-Hudson and Sarah Lorenzen.

### **Project Curators**

Eva Franch i Gilabert and Carlos Minguez Carrasco (Associate Curator)

### **Graphic Design and Web Design**

Pentagram, Natasha Jen. Jeffrey Waldman

### **Programmer**

Jaeyoon Kim

### **Digital-Physical Technology**

Esther Sze-Wing Cheung and George Showman

**The Ten World Wide Projects include:**

**Container Art Residency / itinerant**

**Maayan Strauss**

An artist residency that invites artists to travel on board commercial freight ships to worldwide destinations along various shipping routes, addressing questions of isolation and transportation as a way of redefining the contemporary artist studio.

**Gallery Attachment / Los Angeles, USA**

**Andrew Kovacs, Laurel Consuelo Broughton**

A space designed and constructed by the authors in a parking lot in Los Angeles serves simultaneously as an architectural object and as a container for a series of events, exhibitions and performances.

**Host: Natural Histories / Los Angeles, USA**

**Mimi Zeiger, Leonardo Bravo and River Jukes-Hudson, Sarah Lorenzen**

Located at The Neutra VDL Research Site in the Silverlake district of Los Angeles, the project explores the multivalent meaning of the word "host": a talk-show host, a parasitic host body, and host house or city, via an exhibition and series of events.

**Microgeographies / Athens, Greece**

**Hariklia Hari**

Reacting to the states of abandonment of cities in Greece as a result of personal and social crisis, and reflecting on the gradual reconstruction processes occurring in southern Europe, Microgeographies presents a series of micro-exhibitions, actions, installations and performances in public and domestic spaces.

**Next Station / Tel Aviv, Israel**

**Onya Collective**

A series of small interventions in and around the Tel-Aviv Central Bus Station in Neve Shaanan explore different ways of embedding agriculture and natural ecologies in urban environments.

**RavinePortal / Toronto, Canada**

**Megan Torza**

The Portal activates Toronto's under-recognized ravine landscape through a series of interventions and discussions occupying the entrance of an architecture studio.

**Storefront Marketplace / St. Paul, Minnesota, USA, Thessaloniki, Greece, and Berlin, Germany**

**Sandra Teitge**

Renting a stall in the Hmong Town Marketplace in St. Paul, Minneapolis-used by a minority community predominantly from Laos-the project opens up this almost hermetic cosmos via a series of films and TV screenings, a local radio, a public library, and a lunch series led by a group of artists in collaboration with the Hmong community.

**Circus for Construction / itinerant**

**Ann Lui, Ashley Mendelsohn, Larisa Ovalles, Craig Reschke, Benjamin Widger**

Located on the back of a custom-built truck trailer, the Spectacle Syndicate stops in five cities over the course of two months (Ithaca, Providence, Provincetown, Portland, Buffalo, and Boston), hosting forums, exhibitions and workshops coordinated with local experts.

**A to B - Crossing the railway / Montreal, Canada**

**Pete & Vegas**

A cartographic urban project along the Canadian Pacific's Railway, made by citizens and users crossing legally and illegally the railway, map and discuss the urban landscape and biodiversity of the site.

**Tropical Ghosts / Santo Domingo, Dominican Republic**

**Laura Castro, Monica de Moya, Engel Leonardo, and Maurice Sánchez**

A series of site-specific urban interventions and meetings in Polígono Central, Santo Domingo, explore issues of growth, identity and systems of sharing in the tropical communities.

For information on events, performances, programs and locations of all projects, visit [www.storefrontnews.org](http://www.storefrontnews.org) and [www.wwstorefront.org](http://www.wwstorefront.org)

*Situation NY is supported by the Robert Rauschenberg Foundation's Artistic Innovation and Collaboration Program, which supports fearless and innovative collaborations in the spirit of Robert Rauschenberg.*

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