

SCOPE Review

by - *Lori Zimmer* March 6, 2014

SCOPE New York is stirring up the old post office again, with a week full of art parties, art people (flown in from around the globe) and of course, cutting edge art. This year, the fair kicks off today, bringing 65 acclaimed galleries from around the world under one roof – as well as an exciting roster of special projects, including our specially commissioned mural with Aerosyn-Lex Mestrovic at Tribeca Grand.



Acclaimed artist **Joan Backes'** wondrous “Cardboard Trees” will flank the SCOPE pavilion, fusing an element of childhood make believe with the very adult issue of material consumption. Presented by the Yellow Peril Gallery, the sculptural installation connects material to process, recycling cardboard materials collected from around the world and returning them to their original form, as majestic trees.

Continuing the thread of relating trees with human consumption are **Aron Demetz's** sculptures, presented by Galerie Doris Ghetta. Using charring, erosion, and carving, human forms emerge from tree trunks, but remained flawed with elements of each technique, suggesting the eternal conflict between man and nature.

Each day, catch artist **Sinead O'Donnell's** performance piece, *Headspace: White Cube* at the Golden Thread Gallery booth. Artists deal with the idea of the iconic white cube gallery model everyday, its meaning interchanging from creative forum to daunting or outdated model, depending on the artists' view or experience within the art world. Combining performance and sculpture, O'Donnell's piece will literally put the artist in the white cube, epitomizing the art world.

Also at Golden Thread Gallery's booth will be another interactive performance. Each day, **Tonya McMullan** will conduct performances that use narrative, clothing, and audience participation to illustrate the role of consumer society within the definition of the individual. A grid work of objects will be outlined on the floor like the familiar game of Twister, which the artist will pull from and attach to herself as she weaves her narrative. Like Backes' “Cardboard Trees”, McMullan pushes us to confront and explore our commodity values – using art as a tool to face ourselves.

Fashion meets art for SCOPE's partnership with **BucketFeet Shoes** and their #MadeToStandOut challenge. Three finalists have been whittled down from 43 competitors, and visitors can watch and cast a vote for their favorite as the three finalists live paint in neck and neck competition at the fair all weekend. The final winner will be announced on Sunday, nabbing a contract with the art-focused BucketFeet Shoe brand.

Swing by “We're Speaking the Same Language,” a UK vs. US booth curated by Lori Zimmer and Moniker Projects, and pose for the BBC acclaimed typewriter artist, **Keira Rathbone**. Using only the keys and roller of the typewriter as her medium, Rathbone creates beautifully layered portraits and architectural scenes, all made up of the familiar home row and its counterparts. Throughout the weekend you can watch Rathbone click away as she creates her signature pieces on-site, or you can even sit for your own portrait made from her inky typography.

To round it all off, SEE.ME will present their fourth Year in Review, featuring grand prizewinner **Aerosyn-Lex Mestrovic**. After countless entries, the booth will showcase some of the top 100 finalists and their innovative work, rounding up a year of exciting talent that has passed under the nose of the creative organization.

As if these special projects aren't enough to get you to the SCOPE Pavilion at Moynihan Station, the fair's list of top-notch galleries, culinary delights, and VIP offerings will make for an exciting week.