

A.I.R.

Reviewed and Sold: What's Next?

March 19 - April 17, 2022

Opening reception: Saturday, March 19 from 12-6 PM

Examining the Gallery Model: Monday, March 28 at 10 AM ET on Zoom



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GALLERY II

Reviewed and Sold: What's Next? employs a new model called the Artist Open Call. A self-selected group of seven A.I.R. artists met weekly for eight months to re-imagine the gallery model and how artists approach exhibiting their work. The artists strengthened their artistic processes together, discussed the relationship between art and exhibition, and envisioned ways to obliterate the scarcity mindset.

Instead of relying on a traditional review written by a member of the press, *Reviewed and Sold: What's Next?* allows gallery visitors to contact the participating artists directly. By calling phone numbers posted on the wall within the exhibition, visitors can engage them in dialogue. The artwork becomes a conduit for conversation between artist and viewer.

In Reviewed and Sold: What's Next?, the artists are not seeking conventional sales. Instead, they created a new framework for sales online. For the first time at A.I.R., the artists presold their works on Instagram prior to the exhibition, displacing the commoditization of art from the time and space of exhibition to make room for the question: what's next?

During the pandemic, artwork in galleries has had a very limited viewership. The artists in this exhibition are asking: who is the exhibition space for? How can we activate it as a place for generating ideas between artists? Several of the participating artists will engage with their work and with each other during the exhibition. The audience is invited to talk with the artists and at times become a participant in the process.

Some of the artists will explore the process of working together during the exhibition to discover what's next for them. For others, new initiatives have already started to emerge: sculpture gardens created by artists for themselves and others, new models in which the artist is a collector, historian, and steward of culture, and new exhibitions using the Artist Open Call.

During the exhibition, A.I.R. Gallery's Research and Development Program will host a Zoom workshop to examine the scarcity mindset and discuss new frameworks to counteract this mindset.

Examining the Gallery Model: Monday, March 28 at 10am ET on Zoom

The exhibition *Reviewed and Sold: What's Next?* is a project of the A.I.R. Gallery Research and Development Program, an artist-led initiative launched in January 2021 by A.I.R. New York Artists **Daria Dorosh**, founding Member, and **Yvonne Shortt**, the gallery's newest Member. The program's goal is to discover, model, and introduce new frameworks for artists that disrupt the scarcity mindset and patriarchal selection systems commonly encountered in the art world.

A.I.R. Gallery is wheelchair accessible via ramp. There are accessible toilets in the venue. There is comfortable seating with backs. Free tap water is available. The venue is nearest to the F train at York St (0.2 miles) and the A train at High St (0.5 miles). The nearest wheelchair accessible trains is the B, Q, R at Dekalb Av (1.1 miles) and the 2, 3 at Borough Hall (0.8 miles). The roads immediately surrounding the gallery are cobblestone. The nearest accessible parking garage (for an hourly fee) is two blocks away at 100 Jay St. No ID necessary for entry. Please contact info@airgallery.org for more information.

