

THE ART NEWSPAPER

New York

Contemporary galleries cluster in the Bowery

New Museum tempts dealers away from Chelsea

NEW YORK. Feature will become the latest gallery to move into the Lower East Side when it opens next month. It will be located near the New Museum of Contemporary Art, which unveiled its 60,000 sq. ft. building in December, and is attracting commercial galleries to the area. Feature, which has been in Chelsea since 1999, joins about 30 other galleries, many of which are clustered around Sara D. Roosevelt Park in the Bowery.

The Lower East Side of Manhattan has become a burgeoning alternative to Chelsea. Those that have recently created second galleries in the Bowery include London's Museum 52 (Rivington St), Lehmann Maupin (Chrystie St), Salon 94 (Freeman Alley) and Eleven Rivington, an offshoot of Greenberg Van Doren. All have opened since September 2007.

Amy Smith-Stewart, who unveiled the Smith-Stewart gallery in the area in April 2007, said: "I was looking for a small storefront space that had charac-



The Miguel Abreu Gallery opened in the Bowery in 2006

ter and was in a price range I could afford." A former curator at PS1 Contemporary Art Center in Queens and an adviser to dealer Mary Boone, Ms Smith-Stewart represents artists such as Adrian Paci and Nicole Cherubini.

The migration to the Bowery began about five years ago with the opening of galleries such as Reena Spaulings, Canada, Cuchifritos, FusionArts, Participant Inc and Rivington Arms. Phil Grauer, director of Canada gallery, said he was attracted to the affordable spaces and the community of artists living and working in the area.

Victoria Donner of V&A New York opened her space in Chinatown, which extends into the Bowery, in 2006 and said she prefers the intimate scale and character of the neighbourhood to the impersonal blocks of white cube spaces in Chelsea.

Augusto Arbizo of Eleven Rivington, an outpost of the Greenberg Van Doren gallery that focuses on emerging international artists, said: "We think this is a place where we can make an impact. To open a space in Chelsea now makes very little sense."

Charmaine Picard