

M+B



At NADA, a Fresh Crop of Young Talent

By Joseph Akel
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With all the commotion of Frieze New York playing out uptown on Randall's Island, it might be easy to overlook the action unfolding at the decidedly downtown New Art Dealers Alliance (NADA) fair. Now in its fifth year, the New York arm of NADA (the other fair takes place in Miami) once again returns to Pier 36, exhibiting 100 galleries in a cavernous warehouse space bordered by the Lower East Side and the East River. Billed as a nonprofit arts organization with the aim of promoting new and emerging artists, NADA has gained a reputation as a go-to destination for art world insiders and collectors looking to take the pulse of the next generation of artists.

Fair highlights include the exhibition mounted by the New York-based Johannes Vogt Gallery, a series of three paintings by Josh Reames. With images of cigarettes, an erotically tinged neon light and a grinning skeleton, Reames's choice of imagery channels the über-cool aesthetic of the fair's attendees. "Introducing new artists is what the spirit of NADA stands for," Vogt, a longtime veteran of the fair, says.

A similar sentiment was expressed by his fellow NADA alum Risa Needleman, the co-founder, along with Benjamin Tischer, of the Lower East Side gallery Invisible-Exports, which is exhibiting works including vibrant photomontages by Matthew Porter — sure to please NADA visitors who, as Needleman is keenly aware, "expect young and exciting work."

For first-timers, the fair is a unique opportunity to gain exposure — and importantly, access — to an often-exclusive segment of the art world. "The best way for young European galleries to enter into the U.S. market is through NADA," Berthold Pott, owner of his namesake Cologne-based gallery, says. Among Pott's exhibited pieces, large-scale ink-based gestural works by Max Frintrop call to mind the likes of the Abstract Expressionist Helen Frankenthaler and her watery fields of color. Meanwhile, another first-time gallery, the New York-based Queer Thoughts, looked to be in for the ultimate NADA experience. Having just arrived at the fair, the megawatt curator and writer Hans Ulrich Obrist and the Stedelijk Museum director Beatrix Ruf were overheard declaring the gallery's exhibition of Darja Bajagic's "Ex Axes – Larissa Riquelme (2015)," an ax bearing the photograph of a despairing young woman, to be the highlight of NADA. Talk about making the cut.



The Los Angeles-based M+B Gallery is among the spaces exhibiting at this year's NADA fair, featuring photographic works by Mariah Robertson (left wall) and Phil Chang. Courtesy of M+B Gallery, Los Angeles



"Gap-Phase Regeneration," 2015, is one of several new photographic works by the artist Matthew Porter at the Invisible-Exports booth. Courtesy of Invisible-Exports

NADA New York is on view through May 17 at Basketball City, 299 South Street, newartdealers.org.