

## CLUB-MATE USA

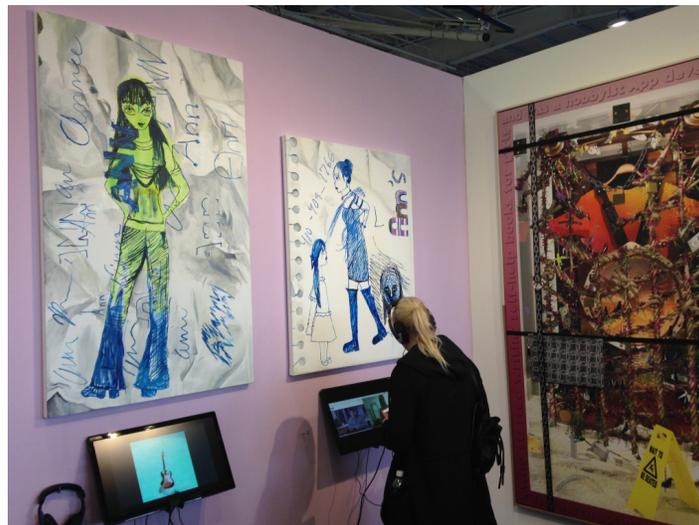
# Club-Mate USA at NADA New York



Club-Mate was thrilled to be the beverage sponsor at the New Art Dealers Association (NADA) annual art fair held in New York's Basketball City last week. Weaving through hundreds of booths filled with work from emerging artists and galleries from around the world takes energy and perseverance. Luckily fair enthusiasts could celebrate their love of art knowing Club-Mate had their back to refuel while booth hopping.

Here we break down some of our fair highlights.

At American Medium paintings by Jaakko Pallasvuo and Ann Hirsch's paired perfectly on a light lavender backdrop and broke up the white walls enclosing the space. Wickerham & Lomax's large print pieces delighted with carefully adhered, oversized mesh bags accessorized with charms. Seat belt style straps with printed on metal chains and stylized text framed each piece, exemplifying post-internet aesthetic at its finest.



*The much talked about booth by American Medium at NADA New York*

Brenna Murphy's beautiful 3D printed sandstone sculptures, and adjoining Oculus component, weave together natural and digital elements. Plenty of popular contemporary art trends found throughout NADA were present at American Medium's booth.

Full of loud color and intriguing narratives, Anja Salonen's painting *When the back door is the front door and the garden too*, at Ltd Los Angeles stopped us dead in our tracks as a stand out among NADA's many paintings. Sure, it includes painted fern like plants, expressive squiggles, and trippy neon pastels, but the composition and quirkiness of the piece kept us lingering before moving on to view Jennifer Chan's *Body Party*, a digital print of contorted torsos laying on top of an inflatable air mattress and topped with two pillows.

Sara Ludy's *Rose* at Bitforms combines both video and sculpture to create a calming, trance like atmospheric installation. The 5 minute looping video of an HD animated spherical, pearl-like orb feels like it's dancing with a shadow, and hangs beautifully above a black velvet shadow box adorned with a snaking ribbon and white feather rose with a hand-beaded stem. Its' ability to connect the physical to the spiritual with subtle elegance is impressive.



*The Packet Bi-Weekly Booth at NADA New York, 2016*

Print publications were a welcome addition to the fair's display of visual work. Packet Biweekly, founded by Christine Zhu, Nicole Reber, and Chris Nosenzo and printed in Brooklyn, showcased their extensive archive in a calculated grid. TUNICA featured work from Field Experiments and Nejc Prah, as well as back issues of TUNICA Magazine, a bi-annual international art and culture publication.

Live performance and panels rounded out NADA 2016 with a mix of discussion and comedy. Know Wave sponsored "The Event Economy", a panel curated and moderated by Packet Biweekly's Nicole Reber, which discussed programming in art galleries and spaces, with particular emphasis on the role and rise of performance art and poetry as a popular component to visual art shows. Panelists debated the role of programming in recent shows and events, and discussed whether or not recent performance programming has served as a supplement to visual art, or as display of a true collaboration between visual artists and performance artists.

Talk Hole brought needed comic relief with a new film titled *Art Fair*, complete with satellite panel located in the audience. *Art Fair* comedically critiqued both the art world and art fair culture, artists, gallerists, and collectors. The follow up panel featured Talk Hole founders Eric Schwartau and Steven Philips-Horst, a Hans-Ulrich Obrist of sorts, Ana Fabrega, Lena Einbinder, and Alexandra Schmidt who flawlessly and endlessly delivered VOSS water to parched panelists.

Kind of made us wonder why not swap those over aestheticized bottles of water for ice-cold Club-Mate.