

Painting the town



A silk screen by
Matthew Brannon

Performance Anxiety

The fine print

Printed Matter turned 30 this year. To celebrate, the nonprofit, Chelsea-based bookstore is throwing a weekend-long book party—the first annual **NY Art Book Fair**—which opens Friday 17 and runs through the weekend. More than 70 international exhibitors—from Amsterdam's Boekie Woekie and Tokyo's Wako Works of Art to Brooklyn's own Ugly Duckling Presse—present publications by 5,000-plus artists in a 20,000-square-foot space at 548 West 22nd Street (a.k.a. Dia's old digs).

The fair falls just two weeks after New York's official "Print Week," during which hundreds of dealers (and collectors) converged on the Seventh Regiment Armory for the International Fine Print Dealers Association fair. Asked why they didn't time their event to coincide, Printed Matter's associate director, **Max Schumann**, tells *TONY*, "This is not your normal, corporate art fair," talking over the din of browsers on a recent busy Saturday in the store. He adds: "There will be a few art books from major distributors but a lot more from artists and independent publishers. It's a broader range than

you'd find at Printed Matter, if you can imagine that."

The event kicks off on the evening of Thursday 16 with an opening-night benefit preview. Tickets (which have a silk-screened design by **Chris Johanson**) are priced at three levels: \$20 gets you in the door, \$150 buys a color silk screen by **Matthew Brannon**, and \$7,500 earns a photographic edition by **Richard Prince**. Admission is free for the rest of the weekend, when visitors can view commissioned installations by artists including **Josh Smith** and **Jan De Cock**. On the venue's second floor, Schumann has organized a fair-within-the-fair called "Friendly Fire," whose participants include artists and independent publishers distributing information via alternative means, like lesbian-feminist journal *LTR*, "transmission arts" collective free103point9 and the satellite network Deep Dish TV. Events include **Matthew Higgs**, director of White Columns, giving a talk titled, "Can We Trust an Organization Over 30?" All signs point to "yes."—*Emily Weiner*

For a full schedule of events, visit nyartbookfair.org.

Art

Don't miss!

Fri The NY Art Book Fair (See Events) Dia's former 22nd Street digs are taken over by art publications through Sunday, in an event masterminded by Printed Matter.