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**VOLTA NY RETURNS TO 7 W
AVANT GARDE SHOW TAKES OVER THE 11TH FLOOR**

(New York, NY - February 25, 2010) The art fair, VOLTA NY, is back by popular demand at 7 W 34th Street, the design showroom space just steps from 5th Avenue and opposite the Empire State Building. This year, VOLTA NY, which is open-to-the public, takes place during the Armory Show, March 4th - 7th, will feature installations by 86 international artists on 7 W's 11th floor event space on Thursday, March 4th from 2 - 8pm and Friday, Saturday and Sunday, March 5th - 7th from 11 am - 7 pm. General admission tickets are \$15 and student/senior entry is \$10. During the show, art will really take over the venue with performances, films and other works on view throughout the building. Show-goers will also enjoy thought provoking art related programming in the "7 W Talks" 7th floor lounge.

Organized and directed by art critic, Amanda Coulson, VOLTA NY includes exclusive solo projects of notable and emerging artists, conceived to complement the exciting program of art presented by its sister fair, The Armory Show. Coulson remarks, "VOLTA NY is coming back to 7 W for its third year and all our exhibitors are always thrilled to be back in the pulsing heart of Manhattan." A platform for challenging ideas about contemporary art, the strictly solo format of VOLTA NY gives visitors a unique advantage. As they stroll the exhibition space, they will be privy to a series of intense studio visits. While clearly a very striking presentation mode - commitment to a single artist can be risky - the dedication shown by the exhibiting galleries in continuing to support this challenging format has given rise to this year's title: **No Guts, No Glory**. Homage is offered to the artists and their creations, but also to the courageous supporters and presenters involved in bringing these artworks to the forefront.

According to Chris Collins, vice president & general manager, 7 W New York, "Volta New York is a highly anticipated event at 7 W. The uniqueness of this fair firmly demonstrates the building's ongoing role as a premier destination for high-profile events in midtown Manhattan. The volume of attendees from all over the world makes for one of the more exciting Art Fairs in the city."

Schedule of Events and Special Programming:

Thursday March 4th

Ambulatory Performance: Tara Strickstein, *Stuffed, 2010*,
11:00 am-2:00 pm & 5:00-8:00pm, Fair floor

Bloodshed Event presents *Stuffed*, the first in a new series of calculated situational constructs by artist **Tara Strickstein**, rooted in social psychology and behavioral theory. A means to maneuver human agency through subtle decision-making conflicts, this interactive performance work, featuring transgender taxi dancers and a pie-eating competition, investigates cognitive dissonance as it relates to gluttony and lust.

In Conversation: Maria José Arjona and Jovana Stokic

3:00-4:00pm, Club 7 W Talks Lounge, 7th floor

Open Forum presents a conversation between Location One performance curator Jovana Stokic with VOLTA NY artist, Maria José Arjona, whose performance art focuses on the critical potential of the body in time.

VOLTA NY Opening Party at ACE Hotel

From 10pm, Ace Hotel (29th st. between Broadway and 5th)

Friday, March 5th

Online, Offline, Flatline: Art Publishing Now

3:00-4:00pm, Club 7 W Talks Lounge, 7th floor

Art writers and publishers discuss producing their work in a fluctuating economic and digital landscape, confronting the unsettling question as to whether paper is indeed a dying medium. With Paul Laster (Arkrush), Peter Nesbett (Art on Paper), and Mark Rappolt (Art Review).

Nicholas Buffon, *A Sight of Death*, 2010

4:00pm, Performance at Callicoon Fine Arts (Booth A1)

Based in Seattle, **Nicholas Buffon** obsessively draws the micro-level with ball point pen and uses paint to render archetypes of the macro-pop world. In his performances, the tools of painting are props and the stuff of the body is additional material put to the service of the artist's role as the absurd agent of very serious histories.

David Blandy *My Philosophy* a selection of films presented by Artprojx & VOLTA NY

11:00pm-12pm screening, Artprojx at Anthology Film Archives, Deren Theatre at 32 2nd Avenue (at 2nd st)

For *My Philosophy*, **David Blandy** brings together a selection of his work from the past 8 years, all of which explores ways to live life in the modern world. With organised religion and philosophy no longer relevant to many and with popular culture as the sole authoritative voice, Blandy seeks answers to life's questions from Ben E. King, Bruce Lee, KRS-One and David Carradine. The program will include *Samurai Story* (2008), with a soundtrack written by English Dub legend Manasseh, in which Blandy tries to live by the code of the Samurai in a Japanese garden in Cheshire. Blandy has just won The South Bank Show/The Times Breakthrough Award; Artprojx presents screenings of artists' films; contact david@artprojx.com for more details.

www.anthologyfilmarchives.org <http://www.artprojx.com> www.davidblandy.co.uk

Saturday March 6th

Ambulatory Performance: Tara Strickstein, *Stuffed*, 2010

12noon – 6pm (See above Thursday for details)

Nicholas Buffon, *A Sight of Death*, 2010 (see above Friday for details)

4 p.m. Performance at Callicoon Fine Arts (Booth A1)

Ask Los Artistas

5:00-6:00pm, Volta NY, Club 7W Talks Lounge, 7th Floor

A panel consisting of several contemporary artists from Latin America and a single critic moderator, this presentation will be structured along the lines of a newspaper Advice Column, with questions being asked anonymously by the audience members, several pre-selected “guests” and the artists themselves. With Jota Castro, Alexandre Arrechea, and Carlos Motta. Moderated by Christian Viveros-Faune.

Sunday March 7th

Ambulatory Performance: Tara Strickstein, *Stuffed*, 2010

12 noon–6:00pm (see above Thursday for details)

Framing Art in the 21st Century

3:00-4:00pm, Volta NY, Club 7W Talks Lounge, 7th Floor

In the dual wakes of digitization and economic shifts, the music and publishing industries have been grappling with questions of distribution. Faced with the same issues, how might visual art be disseminated, sold and exhibited in the coming decades? How will arts organizations find alternative, less conventional ways to reach new viewers? With Holly Block (Director, Bronx Museum for the Arts), Amy Cappellazzo (Int'l Co-Head of Postwar and Contemporary Art, Christie's), Shamim Momin (founder, LAND), Sara Reisman (Director, Percent for Art), and Manon Slome (Curator and founder, No Longer Empty). Moderated by Lindsay Pollock.

Maria José Arjona *Time in Performance*

4:00 pm Artist's Talk at Galerie Anita Beckers (G3)

This conversation uses some of Arjona's performances to address the relevance of long durational pieces in a time where speed and fast pace have overwhelmed our capacity to experience images as spaces for thought and reflection. By weaving her personal experiences, first as a dancer and later as a performance artist, the conversation will lead to a series of questions regarding the philosophical aspect of the body in long durational work, as it reiterates its role and profound implications and effects in contemporary society.

Aside from convenient public access by subway or taxi, visitors can reach VOLTA NY's prime location just off 5th Avenue with shared shuttles directly between The Armory Show on Pier 94 and the VOLTA NY site opposite The Empire State Building on 34th Street. Shuttle service will run every 20 minutes from Thursday March 4th through Sunday March 7th, 1 pm to 8 pm

General Admission: \$15 *** Student/Seniors: \$10

Visitors may purchase a combination ticket for both VOLTA NY (regular \$15) and The Armory Show (regular \$30) online now for a discounted price of only \$40
<https://www.microspec.com/tix123/etic.cfm?code=ARMORY10>

VOLTA was founded in Basel in 2005 by dealers Kavi Gupta (Chicago), Ulrich Voges (Frankfurt) and Friedrich Loock (Berlin). The sixth edition in Basel, VOLTA6, will be held to coincide with Basel Art Week. VOLTA NY Contact Information: info@voltashow.com

For complete and updated information about 7 W New York, visit www.7wnewyork.com. You can also find 7 W on Facebook and follow them on Twitter.

7 W NEW YORK™ is a wholesale mart building, catering to the buyers of Home Décor, Table Top, Giftware, Textiles, Decorative Accessories, Fine Arts and related industries. Its daily hours of operation are Monday through Friday, from 9 am to 5 pm with extended hours during special market weeks. 7 W New York is a trademark of Merchandise Mart Properties, Inc. (MMPI).

MMPI is the world's leading owner and operator of showroom buildings and trade show facilities, bringing buyers and sellers together in more than 300 market events, trade and consumer shows and conferences each year.

MMPI manages The Merchandise Mart and 350 West Mart Center in Chicago; Market Square, the Suites at Market Square, Hamilton Market, Plaza Suites, Furniture Plaza and the National Furniture Mart in High Point, N.C.; the Architects & Designers Building and 7 W New York in New York; the Boston Design Center in Boston; the L.A. Mart in Los Angeles; and the Washington Design Center and Federal Center Southwest in Washington D.C.

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