

POSTMASTERS

postmasters gallery 80 greene nyc 10012 212 941 5711

Beginning in March 1997, several stores in Soho corresponding to the categories of Fashion, Furniture and Food were approached and asked to lend goods of their choice to be displayed in the gallery for the length of the exhibition. The project's focus on the recent phenomenon of Soho art galleries moving to Chelsea was explained. The stores were also asked to display a monitor, which would show a looped videotape of a Chelsea streetscape, for the duration of the exhibition at the gallery.

After extensive negotiations with the stores, one store agreed to lend goods. All other stores which were contacted are represented in the installation by goods which were purchased as typical of those businesses. None of the stores agreed to display the video monitor.

Participating lender to the exhibition
Product (woman's coat, dress, shoes)
71 Mercer Street

Purchases for display made at the following stores:
Aero (writing table)

Dean & DeLuca (Chile de Arbol Ristra)

Gourmet Garage ("Hampton Hamper")

J. Crew (man's shirt, sweater, shorts)

Moss (table)

Miu Miu (platform shoes)

Todd Oldham (sarong fabric)

Pottery Barn (lamp)

An e-mail correspondence between the artist and Miwon Kwon, available in the catalogue, documents the organizational process of the project.