

Back to the Future Fair at Chelsea Industrial

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It's challenging to make an art fair futuristic as with fairs in general, the goal is to sell art. What sells easily at art fairs? When viewing fairs like TEFAF, the answer can appear to be: paintings on canvas which date **back to the 16th century**. This begs the question, "... how does one create a futuristic experience inside a model that is structured around cotemporary paintings that will sell?" Future Fair is one visionary model attempting to answer this question.

Future Fair's main answer is to focus on "cross-gallery collaboration...with partnered exhibitors in shared spaces". The fair also brings budget transparency and profit sharing as additional futuristic elements. While many strong works are featured in this year's Future Fair, currently in its second edition, these four presentations definitely stood out.

Paradise Palase shows the work of Sadia Fakhri, who brings an array of 2D elements, color and figuration to explore a range of themes that include culture relating to her South Asian heritage, astrology, intersectionality, and feminism.



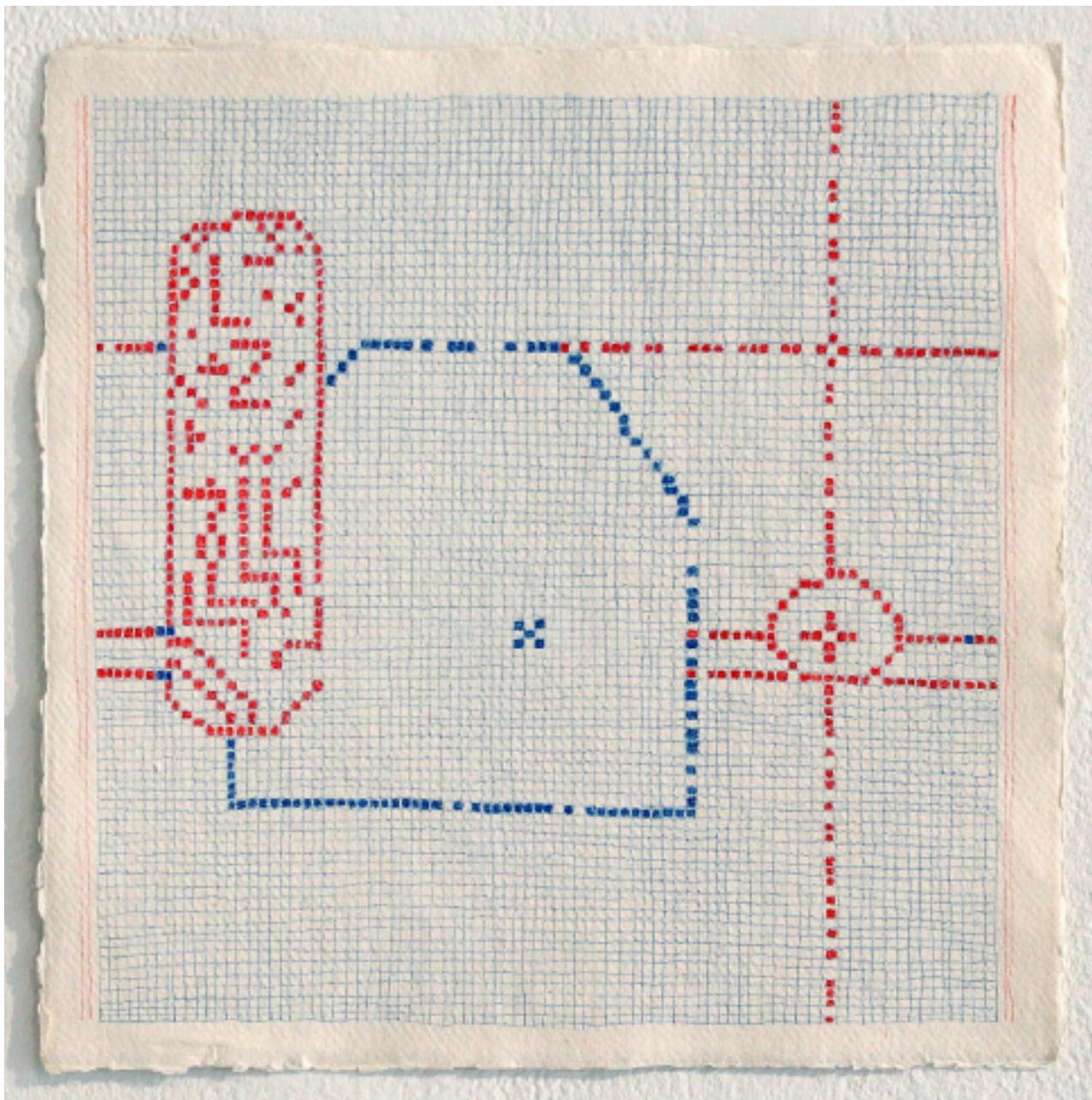
Work by Sadia Fakhri for Paradise Palace (Photo by Adam Aslan)

Elijah Wheat Showroom presents the work of Hope Wang which features hand-weaving, screen-printing, painting, and photography to explore meaning within the architectural fragments of memory.



Work by Hope Wang for Elijah Wheat Showroom
(Photo by Adam Aslan)

Meanwhile, **ADA Gallery** exhibits works from Laura Zuccaro that transform structures into worlds that are uniquely defined by Zuccaro's interest in color, space, and shape.



Laura Zuccaro Big DATA .4, 2021 colored pencil on paper 11 7/8h x 12w in, (image courtesy of artist and ADA Gallery)

Kristin Hjellegjerde Gallery has chosen to create a summery euphoria via the figurative works of Norwegian painter Audun Alvestad.

While in many ways creating an evolved version of an art fair is challenging, the collaborative efforts of the galleries and the overall curatorial vision throughout the fair make this effort successful.

Future Fair is located at Chelsea Industrial 535 W 28th Street New York, NY. The fair runs through Saturday May 7th. Visit <https://futurefairs.com/> for more information. Closing event scheduled for Sunday, May 8th at House of X – more info below!

Future Fair

JOIN US FOR THE FUTURE FAIR
CLOSING PARTY CO-HOSTED
BY ARTNET & HOUSE OF X

WITH MUSIC BY NICK SCHIARIZZI (CHERYL, OWL)
AND HARJI B2B ECO

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