







Olga Tobreluts and Oleg Dou

Featured artists at the 2012 Dallas Art Fair

April 13 - 15, 2012

Dallas Art Fair Exhibition also featuring artists Jay Rusovich, Jean-Daniel Lorieux, Alfredo Scaroina, Roberto Del Rio, and David Graeve, including his photo-sphere installation on the Dallas Art Fair campus.

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FAIR VALUE

The Dallas Art Fair is making a name for itself in pedigree and cultural value

THE DALLAS ART FAIR (DAF)

makes two unspoken promises that, prima facie, seem at odds — untenable in the coupling of the radically new and the easily recognizable. The DAF proposes to be the most hip, happening, and avant-garde event of the year while also simply being a marketplace, a mall for art and its denizens.

In the history of art, the avant-garde has consisted of those who buck the norms of bourgeois politesse. Similar to the unforeseen movement of an atom swerving away from the straight downward shuttling of all other atoms, they attempt to remove themselves from all the rest, or what Nietzsche called the "herd." Why would the local artistic avant-garde want anything to do with the officially nippedand-tucked of the DAF? It is not so important whether or not the avant-garde, if it exists, wants to be part of the market or not because the market precedes all, at least in the developed world. To follow the syllogism at work here, you are already nipped-and-tucked even if you thought otherwise.

Undoubtedly, the artistic avant-garde and market exist in a tenuous if not tortured relationship, at least by the weathered and worn definition of the term. In reality, the avant-garde is nothing other than capitalism in raw form. It is the cool and chic object, performance, or thinker doing its thing proverbially outside-the-box. As capital inchoate, that thing does not so much get sucked into the box but relocate the box itself, giving it a fandangled, more easily consumable appearance. And so, the avant-garde is what capitalism looks for in its hunt for ever-greater expansion, whether in the form of real estate or brightly colored gewgaws.

In writing about modernity, the French poet Charles Baudelaire called it nouveauté, or novelty. The French context of the mid 19th century, Paris to be precise, gives to us the earliest instance of the artistic avant-garde and, at the same time, the most forthright and perhaps elegant articulation of the interwoven fellowship between the established power of the capitalist State and the rising power of the avant-garde. Since the early 18th century, the French had been holding in Paris an official exhibition each year — the salon — showing the best and most prized works of the Académie des Beaux-Arts, the state sanctioned school

of art. In 1863, Emperor Napoleon III, leader of the French state, sponsored le Salon des Refusés, the Salon of the Rejected, an exhibition showing thousands of paintings rejected by the official jury. So emerged the (officially Statesponsored) avant-garde.

There will be a mingling of establishment and renegade forces come the weekend of the DAF, April 13–15 at downtown's Fashion Industry Gallery, with the many high caliber galleries from around the country exhibiting their wares at the DAF and our very own Salon des Refusés in the form the Dallas Biennial, or DB12. Also known as Dick Higgins (named for the Fluxus protagonist and the coiner of the term "intermedia"), DB12 will host events and show the work of artists offsite at the Oliver Francis Gallery near Fair Park. They are notably not rejects of the DAF but simply ancillary.

In short, an avant-garde measure is one taken against or outside of the majority. The placement, relevance, and importance of an artistic avant-garde within any given city, including the Metroplex, is discussed below by gallery owners participating in the DAF and DB12.

KATHERINE GRAY, SUE SCOTT GALLERY, NEW YORK, NY

A critical approach that doesn't accept the prevailing modes of art production is always necessary to reassert the changing needs of successive generations and what they require of culture. Over the past few years Dallas has invested in the arts on a level that is both admirable and inspiring. The DAF is a manifestation of that tremendous commitment, and, quite simply, it allows both Dallas patrons and those from outside the community to participate in the transformation an art fair can bring. As a catalyst for that change, DAF can help reorganize the art scene locally and nationally at an important time for galleries as they reassess their roles in the global art market.

DEBORAH COLTON, DEBORAH COLTON GALLERY, HOUSTON, TX

I feel the Dallas Art Fair gets better each year. This year with the addition of some NADA Galleries plus some from Europe, the Art Fair has some excellent conceptual elements and very 21st Century! I support the Dallas Art Fair because it started in Dallas; it's not a touring art fair. It is a Boutique Art Fair of quality rather than quantity. Like the Abu Dhabi Art





Fair we had a Booth in the first year of that Art Fair, the Dallas Art Fair is intimate enough to be able to be enjoyed in a day. The Dallas Art Fair is far more than a regional Art Fair. It is starting to evolve as a world class international Contemporary Art Fair and we are happy to be associated with it.

LAURA GREENE, VALLEY HOUSE GALLERY, DALLAS, TX

As a gallery, we are drawn to the expressive individuality of the artist. We seek the avant-garde on an individual level, rather than seeking the avant-garde for avant-garde's sake. Artists who develop their own expression, rather than trying

THE BEST OF THE BOOTHS, THE HOTTEST ARTISTS, THE PERENNIAL POWER PLAYERS AND WHO ALIGHTED AT THE PERVIEW BALA PLUS, WHICH BALLERY SOLD OUT HOURS BEFORE OPENING NIGHT, CATHERINE O. ANSPON DOVERS THE META CONVERGENCE. PHOTOGRAPHY BRINNO, ADOITOWAL PHOTOGRAPHY JASON AND JOHANNA GLIMORE. AME, FORTUNE AND FANFAIR

FAME, FORTUNE AND FAN-FAIR





We sighted **Howard Rachofsky** in an e-with **Hudson** in his gallery, **Feature Inc.** interrupt the lefte-à-tide.



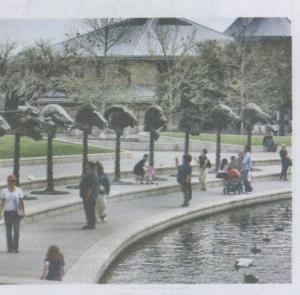






1atthew Lennon:

Cultural Warrior



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OP): Author Asa Carter in Clinton, TN, 1957, featured in Douglas Newman's documentary "The arter," page 13; Fanette Ronjat in Classical Theatre Company's "As You Like It," page 12; Olg Tobrelut Metallic Print at Deb Colton Gallery, "Dallas Art Fair," page 22; Opening day of Ai Weiwei's "Circle 3" at Hermann Park. "Cultural Warrior," page 22.