

# ARTFORUM

## Rush Week

by Linda Yablonsky  
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Left: Whitney Museum president Neil Bluhm with 2010 American Art Awardee Alexander von Furstenberg and Whitney board cochair Robert Hurst. Right: Artists Kim Sooja and Barbara Bloom.

Excerpt from the article...

ONE WAY TO COUNTER spring-auction fever in New York is to dive headlong into the primary market. This route to the high life was wide open last weekend at the inception of New York Gallery Week, actually a massive, four-day immersion in new exhibitions, talks, and social events mounted by fifty cooperating dealers and seven nonprofits. Their combined efforts to enlighten and entertain at times created difficult choices and awkward social conflicts, a luxury problem if ever there was one. They also brought more artists into the open than, well, an open bar, and God knows there were plenty of those.

The official start to the event, organized by dealers Casey Kaplan and David Zwirner, was Thursday night. Fifty-four uptown shops took advantage of the moment to stage Gallery Night on Fifty-seventh Street, extending their viewing hours for anyone who wasn't in Chelsea. And God knows plenty of people were. Strong color anointed the inauguration of Tracy Williams's generous new Twenty-third Street location, where Barbara Bloom's treatment of gift giving as an exchange of values took shape in "Present." The show was a great argument for making art out of goody boxes—receptacles for "rumor, speculation, and gossip"—and included a shelf full of drinking glasses that hum when sensors in their bases are exposed to strong light. Bloom herself brought out old-guard Conceptualists like John Baldessari, Christopher Williams, Judith Barry, Louise Lawler, and Lawrence Weiner.