

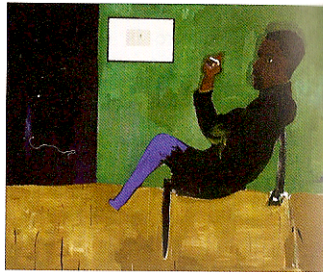
Rental Gallery

Rental Gallery performs a thoroughly canny, why-didn't-I-think-of-that? function in the art world. Acting as a one-gallery, one-show revolving, year-long art fair, it invites galleries from the around the world to inhabit its



space in New York for the duration of a regular gallery exhibition. So far participants have included Warsaw's Raster Gallery, Christian Nagel gallery from Berlin, Blum and Poe and Sister from Los Angeles, among many others. Originally started in Los Angeles in 2005, the space relocated to downtown New York in May of 2007, and has evolved considerably since its humble beginnings. As director Joel Mesler stated, "In Rental Los Angeles, the gallerists were just given a key and our mailing list and wished good luck," but the New York version has picked up a more professional pace, complete with a full time staff and the capacity to help the invited gallery with local sales. Mesler describes it as "a readymade

gallery, with the infrastructure of a gallery that has been operating for a while." Both a sobering response to art fairs and the globalization of galleries, Rental Gallery seeks to offer galleries, which may not yet be in the position to do so, the opportunity to temporarily open a second space in another city. Criteria for selecting galleries consists, in Mesler's words, of "considering the entirety of their artist program, the individual accomplishments of the gallery's artists, and the gallerist's potential to deliver an interesting and compelling exhibition during their time at Rental." The move to New York temporarily entailed the closure of the LA space, but they are seeking to re-open it in the future, as well as another space in a



still unspecified city. Who knows, Rental Gallery could be coming to a city near you.

—CS

Henry Taylor, Eldridge Cleaver, 2007. Acrylic on canvas, 190 x 239 cm. Courtesy Sister Gallery, Los Angeles. Left: Inaugural show in New York, "Oliver Twist" at RENTAL Gallery. Installation view.