

New York Magazine Online June 2007

Oliver Twist

Rental 120 E. Broadway, New York, NY 10002 nr. Pike St. 212-608-6002

Type of Show

Postwar/Contemporary, Gallery Exhibits

Reader Ratings

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Schedule Thru 6/16

Wed-Sat, noon-5pm

Profile

This brand-new Lower East Side gallery operates out of a large, funky sixth floor space with breathtaking views of the Manhattan Bridge. It's also founded on what sounds like a nifty, very promising idea. Joel Mesler is renting the space to galleries from Los Angeles, Berlin, and London. In turn these galleries will showcase their up-and-coming artists here. Sounds like a win-win, especially for New Yorkers who'll get early ganders at emerging artists. At the moment there's an enticing group show of artists from all the galleries Mesler has already contracted to work with. "Rental" is the coming-to-America story played out in the art world. Nice. Follow this space; you could end up a few precious steps ahead of the herd. — Jerry Saltz