

**For immediate release:**

**fordPROJECT Announces  
Inaugural Collaboration with BLACKLOTS**

***Name. Date. Title.***

November 7, 2011 – December 22, 2011

**NEW YORK, October 26, 2011 –** fordPROJECT is pleased to announce an innovative new collaboration with BLACKLOTS, a new online art auction platform. For this inaugural collaboration, fordPROJECT and BLACKLOTS will present a group exhibition entitled *Name. Date. Title.* — inspired by the primary information requested about a work of art in the commercial and auction realms. This exhibition includes works by Jason Gringler, Benjamin Martins, Vargas-Suarez Universal and Virginia Inés Vergara in the main gallery 19<sup>th</sup> floor exhibition space, and selected works by artists Panni Malekzadeh and Helena Kauppila in the project space on the 20<sup>th</sup> floor of fordPROJECT. Included in this presentation will be the launch of fordPROJECT's *Curatorial Spotlight* featuring Middle Eastern artist Mahmoud Hamadami and curator Nazy Nazhand.



Jason Gringler, *Untitled (Tim Hecker / Green)*, 2011

fordPROJECT and BLACKLOTS support international artists while providing a new perspective on the way contemporary art is exhibited, distributed and sold. By engaging an international audience fordPROJECT and BLACKLOTS will be introducing new technologies such as iPad guided walkthrough tours, videos, discussions with international and local artists, along with timed 24 hour auction experiences. This combination further educates and engages both the online and live audiences to interact in a new exhibition experience.

fordPROJECT's location in the beautifully restored and redesigned penthouse by Rafael de Cárdenas (57 West 57<sup>th</sup>, Floors 19 & 20, New York, NY) will present, live auction events, contemporary exhibitions and new interaction with technologies that present both secondary and primary artworks for public view. The artwork selected by fordPROJECT's curatorial team will work to enhance and complement the BLACKLOTS experience.

By incorporating BLACKLOTS' art inventory into fordPROJECT's curatorial program the companies are creating a new hybrid art buying experience. The collaboration between auction company and commercial gallery partnership creates a new perspective marking the future of how a viewer can experience and acquire an artwork. The private party on November 11<sup>th</sup>, from 6:00-9:00pm, will feature BLACKLOTS' live auction experience with fordPROJECT artists. This event will mark the beginning of the collaboration between the two companies which will continue throughout the exhibition and into Spring 2012. fordPROJECT is open Monday through Friday, 10:00am to 6:00pm.

**About fordPROJECT**

fordPROJECT New York launched in January 2011 as a gallery space designed for site-specific installations, exhibitions, artist commissions, art collectives, curatorial programs, collaborative initiatives, special art-driven events and more. fordPROJECT's approach engages the global art community in exploring cutting edge practices while working with leaders and emerging voices in the field. fordPROJECT strives to provide platforms for educational programming, lecture series' and new artistic collaborations, capturing a contemporary window into the ever-expanding global art community.

fordPROJECT is a 3,345 square foot bi-level penthouse, surrounded by terraces beautifully landscaped with boxwood birch. Brook Landscape recently renovated the 19<sup>th</sup> Floor terrace using classic elements of garden design, including Herringbone decking and beaux-arts style planters, paired with a minimal plant pallet to create a timeless aesthetic.

For more information about fordPROJECT please visit [www.fordproject.com](http://www.fordproject.com)

**About Blacklots**

BLACKLOTS is a curated art auction platform for the resale and acquisition of contemporary art. BLACKLOTS facilitates art transactions by providing sellers and buyers the means to find and deal with one another — in an expedited manner, at lower rates and with a far broader audience than traditional auction houses and dealers. BLACKLOTS is quick, convenient, efficient, and secure — the new way to resell and purchase Contemporary Art. BLACKLOTS' international network of consultants, collectors and dealers enables their clients to reach an exclusive, motivated audience, and the online platform allows collectors from around the world to “attend” and participate in their auction.

For more information about BLACKLOTS please visit [www.blacklots.com](http://www.blacklots.com)

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**Note to the Media**

The private preview for the collaboration between fordPROJECT and BLACKLOTS on **Friday November 11, 2011** from **6:00-9:00pm** will be held at **57 West 57<sup>th</sup>, Penthouse Floors 19 & 20, New York, NY**. Artists, curators, and representatives from the collaborating companies will be in attendance. The preview is by invitation only and space is limited. For more information, please contact Cassandra Tighe, fordPROJECT, at [ctighe@fordproject.com](mailto:ctighe@fordproject.com) or by phone at +1 (212) 219 6545