

# ArtReview

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## The next generation

Think of them not as mere forces whose leverage is increasing but perhaps as lights flickering in the approaching distance and whose wattage is sure to grow stronger over the next few years. Who are the emerging powers?

### Collectors

**Rik Reinking** of Hamburg, who sits on the advisory board of the new VOLTA art fair in Basel. An obsessive collector, Reinking has said, 'Art now shapes my daily life – you see, I spend most of my day with art. I surround myself with art, not only in the decorative sense you might expect.' And New Yorker **Adam Lindemann**, who bought Damien Hirst's *The Sleep of Reason*, the massive medicine cabinet from Hirst's restaurant Pharmacy, for \$1.9 million and installed it in the midtown apartment he shares with dealer Amalia Dayan (see below). Not to be outdone, the 29-year-old movie producer and nightclub owner **Sam Nazarian** recently bought J-Lo's LA house – with all the furniture in it. Now he's working on filling the walls.

### Curators

The Swedish-born **Daniel Birnbaum**, Rector of the Stadelshule Art Academy and Director of the Portikus Gallery in Frankfurt, who was one of the curators of this year's Moscow Biennale and is curating the upcoming 'Uncertain States of America' at the Astrup Fearnley Museum in Oslo with Hans Ulrich Obrist (86). **Jens Hoffmann**, Director of Exhibitions at the ICA London, who, in the coming year, will bring us shows featuring work by Tino Sehgal, Liam Gillick and Cerith Wyn Evans, not to mention 'Beck's Futures 2006'. Whitney curator **Shamim Momin** who mounted shows by Raymond Pettibon and Rob Fischer this autumn and will be showing Andrea Zittel's 'Wagon Stations' at the Whitney Altria, which she directs. **Dominic Molon**, of the Museum of Contemporary Art, Chicago, will in 2006 curate shows by Wolfgang Tillmans (co-organised with Russell Ferguson at LA's Hammer Museum) and Karen Kilimnik. **Jessica Morgan** of Tate Modern and Tate Collections, who curated the Reykjavik Festival this year with site-specific installations by Matthew Barney, Olafur Eliasson, and others, and is co-curating a Martin Kippenberger retrospective due to open at Tate Modern next spring. **Lina Dzuverovic**, co-founder of ELECTRA, the London-based contemporary art agency specialising in new collaborations across sound art, moving image, music and the visual arts. This year's projects include the film *Perfect Partner*, by Kim Gordon, Tony Oursler and Phil Morrison, and the group show 'Her Noise' at the South London Gallery. **Soraya Rodriguez**, one of the curators of the hugely successful London art fair Zoo. **Massimiliano Gioni**, co-curator of the next Berlin Biennale in 2006 and curator at the Trussardi Foundation. Zurich-based independent critic and curator **Tirdad Zolghadr** who is co-curator of the 7th Sharjah Biennial. **Ralph Rugoff**, CCA Wattis Institute Director. **Tom Morton** and **Catharine Patha** who will be alternating as curators at the Palais de Tokyo in Paris. And **Christine Macel**, curator at the Pompidou, who last year organised the widely acclaimed show 'Dionysiac'.

### Gallerists/dealers

**Lance Fung**, curator of the Snow Show, who was recently hired as a director of the Albion Gallery in London. **Javier Peres**, of PeresProjects in LA, who opened a gallery in Berlin this year, while wunderkind New York dealer **Zach Feuer** headed west with his second gallery, Kantor/Feuer, which he opened with Niels Kantor in LA this autumn. **Beth** and **Edward Greenacre**, who recently inaugurated London's Rokeby gallery with a solo show by gallery artist Zoë Mendelson. Also in London is **Laura Bartlett**, whose gallery opened last year with a four-week performance by Japanese artist Sachiko Abe. **Stefania Bortolami** and **Amalia Dayan**, co-founders of New York's Bartolami/Dayan Gallery, which promises to be among the more high-profile spaces in that art-cluttered city. And **Jesse Washburn-Harris** and **Michael Lieberman**, the husband and wife team behind HarrisLieberman, also in New York.

22 April 2005



## THE NEWCOMERS ROKEBY

ROKEBY 37 Store Street, WC1  
(020 7168 9942; [www.rokebygallery.com](http://www.rokebygallery.com)).  
Open Tues, Wed and Fri 11am to 6pm,  
Thurs 11am to 8pm, Sat 11am to 4pm

**What is it?** 'I've got white walls, I've got floorboards: suddenly I have a gallery!' exclaimed Beth Greenacre, taking a break from last-minute preparations for the opening of the latest addition to London's art scene. Rokeby ('pronounced "Rock-by" if you're a Northern lass like me,' says Greenacre) has already made a declaration of independence by launching in the contemporary art hinterland of Bloomsbury. 'It was a conscious decision not to open in the East End; I think being an East End gallery pigeonholes you. We want Rokeby to be open to all sorts of people.'

**Who's in charge?** Greenacre, 30, has joined forces with her husband Ed, 29, who is crossing into the world of visual art from theatre. The gallery launched on Wednesday, a few days after the couple's first wedding anniversary. 'This is our baby!' laughs Beth. Rokeby is evidently a labour of love; appropriately, it takes its name from Velazquez's famous painting of Venus, a favourite of the Greenacres, in the National Gallery. Rokeby will specialise in work by younger artists, given Beth's experience running Bowieart, an online gallery sponsored by David Bowie (below) that promotes student art. 'The artists we'll be showing in our first year are ones I've worked with in the past, whether in Bowieart or privately,' says Beth. Beth is taking care of the programming, while Ed will promote the space. Rokeby's website was up and running six weeks before the gallery's launch, and details six shows through to early 2006.

**Who will go?** 'What we're showing is going to appeal to a vast variety of people,' says Beth. Given Rokeby's location - central enough to attract big fish used to West End art shopping, but within reach of plenty of students and East End trendies - it should be an interesting mix. The Greenacres are anticipating riotous opening nights that will spill on to the pavement before everyone crams into nearby Jerusalem for more cocktails.

**What's on?** Rokeby's inaugural show, 'Ps and Qs', is by Royal College graduate Zoë Mendelson, whose drawings blend erotic imagery of girls misbehaving with grotesque botanical studies, curious architectural detail and Vegas-style signage. The highlight of the exhibition is a 10m-long drawing, but those with limited wall space should snap up one of the limited-edition prints published to coincide with the show. Rokeby represents both Mendelson and Craig Fisher, whose sewn installations show reference to cartoon violence and ideas of cuteness: think Quentin Tarantino crossed with Bambi.



'Being an East End gallery pigeonholes you. We want to be open to all sorts of people' Beth Greenacre

Above: husband and wife team Beth and Ed Greenacre, who launched Rokeby this week in Bloomsbury