

artnet Magazine

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The 650 Sixth Avenue building in Manhattan



Art installation overseen by Jack Shainman Gallery, with paintings (from left) by William Wood and Perkins Eastman and sculpture by Jonathan Seliger, at White Space in Manhattan



Setup at White Space for the *Whitewall* magazine party on June 26, 2007



Gwathmey & Siegel rendering of SoHo Mews at 311 West Broadway

ARTNET DESIGN by Brook S. Mason

The latest showcase for mid-century design is -- surprise, surprise -- a new condo. Called White Space, it is billed as a "global address" but can more accurately be found at 650 Sixth Avenue at 20th Street. Earlier this month, this new real estate development debuted its sales office to the public chockablock with pieces by George Nakashima and Piero Fornasetti, courtesy of the Chelsea gallery Sebastian + Barquet. Artworks were provided by Jack Shainman Gallery.

Stylistically, the apartments are rather 1980s, and the furniture bears art-world prices. For instance, a 1993 Noguchi steel table from an edition of 18 costs \$100,000. Still, it remains to be seen how many purchasers will also pluck up the vintage furniture and just add it to their condo bill.

Art and realty in SoHo

The now-under-construction SoHo Mews at 311 West Broadway (in a former parking lot, just north of Canal Street) is ratcheting up its efforts to lure art collectors as buyers in the famous artist's loft district. Purchasers of the 68 lofts (of course), penthouses and townhouses designed by Gwathmey Siegel & Associates Architects receive invitations to exhibitions previews at the nearby Deitch Projects art gallery, while Deitch contributes to on-site art projects.

SoHo Mews has still more art-world branding. The Art Production Fund of Yvonne Force Villareal and Doreen Remen is both manning an office and a gallery there. APF has already commissioned an artwork for the temporary construction wall on Wooster Street by Kristin Baker. It works this way: the APF space is a "gift" from the developer, United American Land, and in return APF provides "art concierge" services, which will include a monthly salon-style open house in our ground floor space, inviting residents of Soho Mews to join us for tea and conversation about contemporary art, as well as a monthly newsletter of insider art-world happenings. The New Museum of Contemporary Art also a partner of sorts, as it is providing a membership to condo buyers.

The price tag for such artfully elevated housing runs from \$2.1 million to \$11 million. Stay tuned. We're bound to see more such partnerships between real-estate and art-world entities.