(un)SCENE
549 W. 52nd St. NYC
Wednesday – Sunday • March 4-8 2015
11AM – 8PM
FREE TO THE PUBLIC

Media Preview Tuesday, March 3 from 3-6pm

(**New York, NY** – February 16, 2015) This year during New York Armory Week a new project will challenge the art fair status quo with a redefined concept of exhibiting work. Celebrating passion over fashion, the (un)SCENE will create an immersive environment where the work over 90 artists - ranging from new media, to performance, to kinetic sculpture, and contemporary to Old Master painting - will be integrated into an installation that is part Happening and part museum installation, which will be staged in a fallow factory in Hell's Kitchen, a single block from The Armory Show.

The (un)SCENE empowers and challenges its guests to experience art in a visceral way. There are no booths, instead there will be striking juxtapositions, performance art, and participatory activities that are blended with traditional media that invite contemplation and celebrate the spirit that underlies the creative process. Each day at the (un)SCENE brings new surprises.

The setting itself is the sort of space that contemporary galleries covet, prepared to a state just shy of applying its final veneer - a metaphor intended to contrast with the polished surfaces of white tents down the street. The feeling of solidity invites art lovers to use their guts and eyes to judge what they feel and see in order to create their own fantasies, rather than being led by their ears to experience ones that others have chosen for them. The (un)SCENE will create its own scene where art-lovers feel safe to express their own opinions about art.

An example of the types of unexpected moments that visitors will experience, comes in the form of Cyborg Artist, Neil Harbisson. Challenged by a rare sight condition, he implanted an antenna and artificial eye his skull, enabling him to translate color into sound. Harbisson will use his Cyborg antenna to translate a 17th Century, ten-foot tall, Bienaschi Renaissance Altarpiece, into musical arrangement.

Artists List

Niloufar Banisadr
Sabrina Barrios
Carlos Betancourt
Resa Blatman

Jason Brammer
Sarah E. Brook
Indira Cesarine
Ruth Channing
Stone Chun Shi
Barron Claiborne
Bill Claps
Eric Corriel
Vicki DaSilva
Peter Daverington
Kara Daving
Thomas Deininger
George Del Barrio
Oleg Dou
Rachel Fagiano
J Henry Fair
Richard Garet
Brian Gonzalez
Jason Hackenwerth
Tom Haney
James Hannaham
Neil Harbisson
Anne Harris
Charles Heppner
Scott F. Hess
Nancy Hubbard
Sigrid Hynell Fleischer
Eunjin Kim
Kent Knowles
William Kurtz
Sandra Lapage
Matt Lombard
Jason Maas
Christina Massey
Heather Merckle
David Metcalf
Jerry Meyer
Raoul Middleman
Jackie Mock
Martina Mrongovius
Jake Nelson
Chris Ofili
Mark Parsons
Kurt Ritta
Walter Robinson
Anya Rubin
Tom Sanford
Erik Sanner
Carolee Schneemann
Tod Seelie
Carlton Scott Sturgill
Megan Suttles and Eric Toffelson
Mark Tennant
Jakob Theileis
Phillip Thomas
Chaney trotter
Federico Uribe
Rob Voerman
TJ Volonis
Eugene Von Bruenchenchein
Monika Weiss
Erin Wiersma
Dale Williams
Aaron Young

About (un)SCENE

The artists and art lovers who make up the (un)SCENE team are united by a mission that differentiates their show in a crowded market of exhibitions. The artwork – representing all points of the art-universe spectrum – is united by the unimpeachable passion and impeccable craftsmanship of the artists, exhibited in an easily navigable space that is itself a work of art. The goal is to provide an enjoyable, memorable experience for all guests.

For a full program schedule of (un)SCENE please visit www.theunscene.org

For media inquiries contact April Hunt: april@sparkplug-pr.com

Facebook/theunsceneartshow • Instagram and Twitter @unsceneartshow