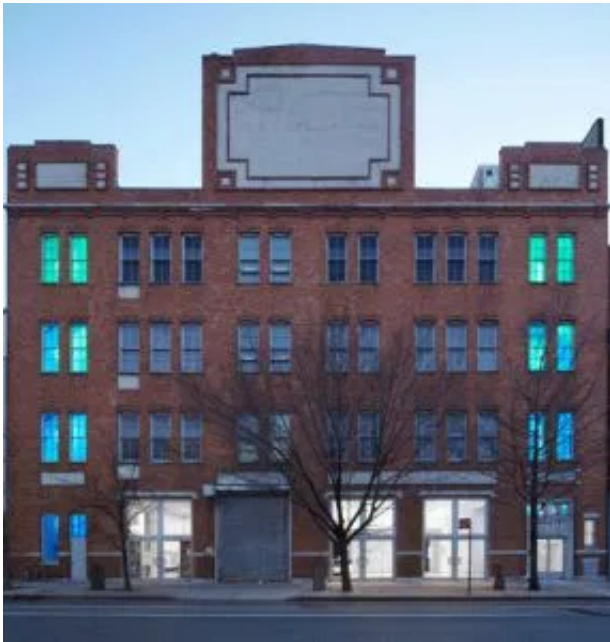


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ROOFS

NADA's Roof Will Feature Art 'Shuk,' Coffee

By [Dan Duray](#) • 04/30/12 6:16pm



The building, with roof. (Courtesy Artnet)

With all the stuff to do at Frieze this week you might not remember to visit the first ever in-city edition of NADA, at the old Dia building in Chelsea, and with all the stuff going on inside NADA, you may not remember to visit the roof.

You should, though! Not only will there be an art “shuk” by Comm-on Israeli, but Phaidon, Exhibition A and Pushcart Coffee will be up there.

Full press release below:

New York, NY – The New Art Dealers Alliance is proud to announce that for the first time in its eight-year history, NADA will present a fair in New York City. **NADA NYC** will take place **May 4th through May 7th, 2012** at Center 548 in Chelsea. NADA will present over 60 galleries on the 2nd, 3rd and 4th floors as well as featuring special projects from our cultural partners on the roof.

We are pleased to announce the following cultural partners that will be outfitting the roof at NADA NYC: Artis, Phaidon, Exhibition A and catering provided by Pushcart Coffee.

The Artis Shuk

Housed in an architectural installation on the roof by Comm-on Israeli (Lior Shvil), The Artis Shuk features unique and limited edition artwork by some of Israel's leading contemporary artists. Conceived as a playful counterpart to the art fair below, the Artis Shuk is modeled after the markets – shuks or souks – found throughout Israel and the Middle East. Join us in Shvil's artist-designed kiosk and browse our bazaar of unique objects, jewelry, limited edition photographs, and publications. Most artworks are priced at \$500 and below, with proceeds benefiting the Artis Grant Program, which awards over \$125,000 annually to artists and nonprofit institutions.

Artists featured: Inbal Abergil, Guy Ben-Ari & Leah Wolff, Keren Benbenisty, Deville Cohen, Zipora Fried, Orly Genger x Jaclyn Mayer, Guy Goldstein, Dor Guez, Naomi Safran Hon, Itamar Jobani, Gabi Kricheli, Alon Levin, Alona Rodeh Roe Rosen, Avi Sabah, Irit Tamari, Gal Weinstein, Guy Yanai, Gil Yefman, Rona Yefman, and Picnic Magazine.

About Artis

Artis is a 501(c)3 nonprofit organization that supports and promotes contemporary visual artists from Israel internationally. www.artiscontemporary.org

Phaidon

Join Phaidon Press on the roof to browse our Summer Reading lists and selected Collector's Editions by Pawel Althamer and Wilhelm Sasnal.

Exhibition A's Flash Gallery

Each day, Exhibition A will launch a new print at its Flash Gallery on the roof of NADA NYC. Each signed limited edition print will be available for only 24 hours. The Flash Gallery

will include prints by artists Aurel Schmidt, Lucien Smith, Sam Falls and Andre Saraiva.

Pushcart Coffee

Pushcart Coffee is a Lower East Side neighborhood coffee shop and catering service serving Stumptown Coffee and delicious locally sourced lunches and baked goods.

[Please click here to see the Exhibitor list for NADA NYC.](#)

Open to the Public:

Friday, May 4; 2pm to 8pm

Saturday, May 5; 11am to 8pm

Sunday, May 6; 11am to 6pm

Monday, May 7; 11am to 4pm

Opening Preview:

Friday, May 4; 11am to 2pm

By Special Invitation

Admission:

Daily admission will remain free and open to the public.

Location:

Center 548

548 West 22nd Street

Chelsea, New York

New Art Dealers Alliance

55 Chrystie Street, Suite 310

New York NY 10002

tel: 212.594.0883

fax: 212.594.0884

www.newartdealer.org

www.nadaartfair.org



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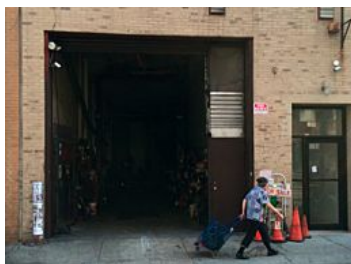
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