



FOR IMMEDIATE RELEASE

APF LAB presents inaugural project: *BlueBalls*
A collaborative installation on view at 15 Wooster Street
Monday Oct. 27 – Sunday Dec. 7

Art Production Fund is pleased to announce the opening of APF LAB, an experimental art space. Occupying a storefront on 15 Wooster Street, generously donated by Soho Mews for five years, APF LAB will invite artists to use this public/ alternative venue in innovative ways. Projects will last from one day to undefined amounts of time and range from installations and performances visible only from the street to highly participatory environments within the room. APF LAB aims to offer an environment that is completely open to the artists' vision.

BlueBalls, the inaugural project for APF LAB, examines the transitory nature of the creative moment, the acquisitive character of the viewer and the curious longing that occurs between the two. Conceived by artist Jackie Saccoccio, artists have been invited to self- install and work atop one another's pieces in the space with the premise of desire and denial as their muse. By installing their own works in staggered timeframes, layering one over another, the accumulative end results become the compound of this transitory experience of the creative act. Poised behind a glass façade, this collaborative artist project will transform weekly as the next round of artists amplifies the collective.

Situated in a narrow storefront, the space itself becomes the first participant of the project. A playful hierarchy of entry, procession and invitation is established and evaporates as one advances to the top of the entry stairs, where the viewer is met by an imposing column. Asserting itself in front of the bulk of the space, it acts at once as maitre d' and bouncer. *BlueBalls* is visually accessible only from the street during the extended installation period from October 27 - December 7.

Participating artists/ schedule:

Week of Oct. 27

Franklin Evans
Erica Royer
Jackie Saccoccio

Week of Nov. 3

Nicole Cherubini
Carl D'Alvia
Jeffrey Gibson

Week of Nov. 10

Lucky DeBellevue
Laura Stein

Week of Nov. 17

Caroline Achaintre
Susan Jennings

Week of Nov. 24

Joyce Pensato
Christopher wool

Nov. 26

Michel Majerus (The Estate)
Marilyn Minter
Doug Wada

Art Production Fund is a non-profit organization dedicated to producing ambitious public art projects, reaching new audiences and expanding awareness through contemporary art.

Co-Founders: Yvonne Force Villareal & Doreen Remen; Director: Casey Fremont

APF LAB Project Advisor: Cay Sophie Rabinowitz

APF would like to thank: The Laboz Family, the staff and residents of Soho Mews, and Pandiscio Co. for making APF LAB possible. **Soho Mews** is a new residential condominium at 311 West Broadway designed by Gwathmey Siegel & Associates Architects. For more information go to: www.sohomews.com

For information please contact Art Production Fund: 212 966 0193 or casey@artproductionfund.org