

VOGUE MARCH

VOGUE MARCH 2011



FAIR GAME
MITTERRAND,
FAR RIGHT,
IN A DIANE VON
FURSTENBERG
BLOUSE AND
SKIRT, AND DROST,
IN A VANESSA
BRUNO DRESS.

PEOPLE ARE TALKING ABOUT

ART

SHOW TIME

WITH INDEPENDENT,
JAYNE DROST AND
LAURA MITTERRAND
BRING A FRESH TWIST
TO THE ART FAIR.

Art fairs have a glamorous reputation, but they can also be intimidating, crowded, and pretentious. Last spring in New York, the organizers of **Independent** tested a new model, and it hummed—sleeker, smaller, and relaxed, it was more forum than fair. This month, **Independent** returns, with more than 40 galleries spread

out over three floors of the former Dia Center for the Arts building in Chelsea.

The idea is to encourage a salon feel. “We have more of an open plan, and that layout fosters conversations,” says Jayne Drost, 27, who codirects **Independent** with Laura Mitterrand, 34. “That means we can also do projects that wouldn’t fit into a booth.” Case in point: Winkelman Gallery’s installation of an Eve Sussman and Rufus

Corporation work that recreated, to scale, a Russian cosmonaut’s office.

The brainchild of Elizabeth Dee, owner of the New York gallery where Drost is a director, and London-based curator Darren Flook, **Independent** has emerged as a venue for European galleries in particular, which are less visible at the Armory Show and the Art Show.

Given the European focus, having Mitterrand on hand probably doesn’t hurt:

The great-niece of the late French president François Mitterrand and the daughter of Paris gallerist Jean-Gabriel Mitterrand, she’s previously worked for Deitch Projects and Gavin Brown’s Enterprise. “There are no rules for **Independent**,” says Mitterrand. “Last year McCaffrey Fine Art brought Japanese conceptual art from the sixties and seventies—we don’t always see that kind of material in New York.”

This year, Mitterrand is looking forward to the striking Jack Hanley and China Art Objects’ installation by Folke Köbberling and Martin Kaltwasser—a Saab 900 Turbo that has been converted into two functional bicycles, a play on the sustainability trend. Like the fair itself, the work is going places, but in a unique way.—TED LOOS