



# echo | Art Fair | May 13-15 2016

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## **ECHO ART FAIR TO OFFER VARIETY OF VISUAL EXPERIENCES** Site-Specific and Architectural Works Respond to the Industrial Complex



echo Art Fair ([www.echoartfair.com](http://www.echoartfair.com)), along with University at Buffalo Art Galleries and University at Buffalo School of Architecture + Planning, announce the launch of site-specific art installations and a new architecture section to the fair, *Light Industry*. Works in these components of the fair will include full-scale architectural installations, real-time, audience-driven and performances integrated into the fair site at OSC Manufacturing & Services Inc., on Buffalo's East Side. The installations augment the fair, which will take place May 13-15th, 2016.

Rachel Adams, Associate Curator for the University at Buffalo Art Galleries, coordinated the site-specific installations. Jordan Geiger, designer and Assistant Professor of Architecture, organized *Light Industry*.

"I am thrilled with the range of site-specific installations that will be on view at the echo Art Fair," said Adams. "From a dance performance that integrates the architecture of the Albert Kahn building to a collaborative weaving project to a bike performance that takes place in East Buffalo to a site-specific mural that will frame the entrance to the fair, the artists contribute dynamic works that plays off the fair atmosphere and enliven areas adjacent to the fair." Information on site-specific artists and installations can be found on the echo website: [www.echoartfair.com/site-specific-installations/](http://www.echoartfair.com/site-specific-installations/)

*Light Industry* will occupy a portion of OSC's mammoth historic industrial space. The sprawling complex was originally built as a General Motors Chevrolet assembly plant, and was designed by Albert Kahn (1869-1942), one of the most recognized industrial architects of the twentieth century; Kahn has been called the father of the modern American factory. Four full scale architectural installations have been commissioned by four architects or architect teams, each relating to the building, its physical properties and more. Funding for the project has been generously provided by Elise Jaffe + Jeffrey Brown.

Geiger spoke enthusiastically about the collaboration between UB School of Architecture + Planning and the fair: "With its choice of this year's spectacular site, and the invitation to engage contributions from architects, echo Art Fair is more inspired than ever - and more industrious. Industry has always been at home in Buffalo, and it remains so today. These installations offer four different takes on "Light Industry," marked by luminosity, light-weight materials, industrious design practices and more. These will be architectures for a new era and from a new generation," said Geiger. Information on *Light Industry* participants and installations can be found at [www.echoartfair.com/light-industry/](http://www.echoartfair.com/light-industry/)

echo will administer a People's Choice Prize, to be chosen by popular vote by fair visitors throughout the weekend, and a Jury Prize, chosen by Adams. Attendees will be encouraged to choose and vote for their favorite installation, with the winner of the prize to be announced on the last day of the fair.

### **About echo Art Fair**

echo Art Fair, a juried fine art exposition in its fifth year, connects experienced collectors and first-time buyers with emerging and established local, regional and international artists and galleries in a centralized and creative environment. It provides fine art enthusiasts—at all levels—an opportunity to learn more about collecting and/or experiencing art. echo Art Fair showcases a broad scope of fine art disciplines—including painting, photography, sculpture, print, works on paper, video and mixed media, and performance art—from artists all over the world.