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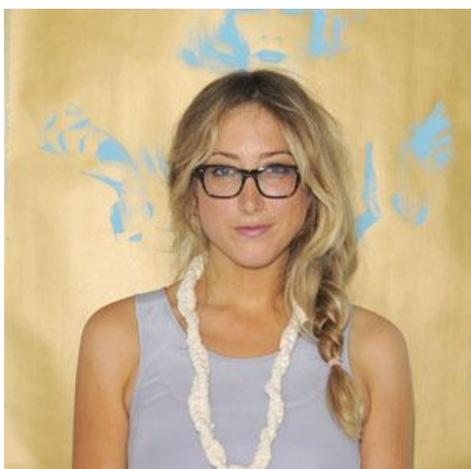
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18 Questions for GREY AREA's Kyle DeWoody

BY BLOUIN ARTINFO | JUILLET 26, 2011



Kyle DeWoody at the GREY AREA opening on July 22
(© 2011 Patrick McMullan Company, Inc)

Name: Kyle DeWoody

Age: 26

Occupation: Creative director and co-founder of [GREY AREA](#), which is running a pop-up shop at 938 Montauk Highway in Water Mill, New York, though July 31.

City/Neighborhood: Greenwich Village, New York

How would you describe GREY AREA, your new online venture with Artlog founder Manish Vora? GREY AREA is the undefined space between art and design.

What is the driving concept behind the site? To begin with, we've really created GREY AREA as a place for artists to pursue and showcase more outside-the-box ideas, making art functional or making the functional into art. I've always loved when artists lend their talent and ideas to functional items, so one of our intentions eventually is to work with artists to produce various items.

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You are collaborating with some pretty established artists, like Adam McEwan and Kiki Smith, along with younger talents like Shelter Serra. How did you persuade them to take part? We reached out to the amazing artists and galleries we already have relationships with, collect, and love. Most of the artists had already produced works that fit our concept. If not, they had the ideas and were happy to have a reason to

realize them. So there hasn't been much convincing necessary.

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How did you come to collaborate with Vora on the site? Manish and I met at last year's Watermill Center benefit and in the months after realized how many friends we had in common. We reached the point of rarely going to an art event and not seeing each other. During the Armory Show, he gave me a couple of writing assignments for his site, which I thoroughly enjoyed and from which I got a good response. I think that's when he realized we worked well together, and it was the beginning of May when he approached me with the idea of an online store for art objects. It was kismet, because I was in the process of gathering artist-designed jewelry for a show I intended to curate this summer. Instead I jumped on the bandwagon, sent a ton of emails, went on a bunch of studio visits, and here we are today.

What role did your mom, prominent collector Beth Rudin DeWoody, play in the launch? In addition to being a one-woman PR team, I can't deny that my mother has been a big influence on my interest in art and objects. She's collected art in every capacity and loves *things* in fact, she just turned the closet in my old bedroom into a curio cabinet.

What are some of your favorite GREY AREA offerings? Well, I love everything because I couldn't sell anything I'm not really into, but my favorites this hour are the Peter Dayton coffee table and Shelter Serra's fake Rolex watch.



It's a niggling question, but why did you go with the British spelling "grey" over the Yankee "gray"? Though I'd like to have a better answer, it was purely an aesthetic choice.

What's the last show that you saw? "Nose Job," a group show at Eric Firestone in East Hampton that my brother [artist Carleton DeWoody] is in. It's an awesome show consisting of airplane noses transformed by different artists, including Dan Colen, Kenny Sharf, and others. My brother's piece is a collaboration with artist Sebastian Errazuriz under the pseudonym Juan James." We have a great skateboard they've created on our site.

What's the last show that surprised you? Why? Elissa Goldstone's show at Salomon Contemporary was a great surprise. I've known her for a couple years through Creative Time, but only just saw her work through James. Her stitched baseball bases were very cool.

What's your favorite place to see art? In people's homes.

What do you collect? I don't really know how to articulate what I'm attracted to. I know it when I see it. Through I do like words, metal, painted portraits, cheekiness, sleekness, sauciness, and photographs of people taking photographs.

What's the last artwork you purchased? I bought three pieces by Alex Massouras from Skylight Projects, my friend Liz Kabler's lovely little gallery, where I'm always learning about new artists. I bought these great little paintings of divers and a drawing on graph paper with graphite and colored pencil shavings. Lovely pieces. That reminds me: I definitely like small works and delicate ones.

What's the most indispensable artwork you own? For sure the Rob Wynne "Woody" text piece made out of mirrored glass that is installed above my bed. It's a family nickname.

Where are you looking for art these days? I have a thing for silent auctions and bartering with artist friends.

What's the weirdest thing you ever saw happen in a museum or gallery? Jessie Spano from "Saved by the Bell."

What's your art-world pet peeve. Elitism and egos.

What's the last great book you read? Patti Smith's "Just Kids."

What international art destination do you most want to visit? I don't know if they are art destinations per se, but Istanbul and Greece. I've wanted to go to Greece since I was a kid.

