

ARTS AND ENTERTAINMENT

## Madison Avenue nourishes its art community with gallery tours, talks

April 27, 2018



Participating gallery Acquavella Galleries' recent exhibit. Image credit: Acquavella Galleries

By STAFF REPORTS

A street name synonymous with luxury shopping, Madison Avenue is fortifying its high-end status by reinvesting in its relationship with the art industry.

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For second year in a row, Madison Avenue will be hosting its Gallery Walk on April 28. The event will celebrate the local galleries on the famous stretch in New York and adjacent side streets, while reinvigorating the avenue's highbrow status.

Art and luxury

Following TEFAF, Art New York and Frieze New York fairs, art enthusiasts are being encouraged to visit 46 of the participating galleries in Madison Avenue's event.

Artists will interact with attendees, bringing them inside their galleries for tours and talks, as well as similar happenings with known critics and curators.

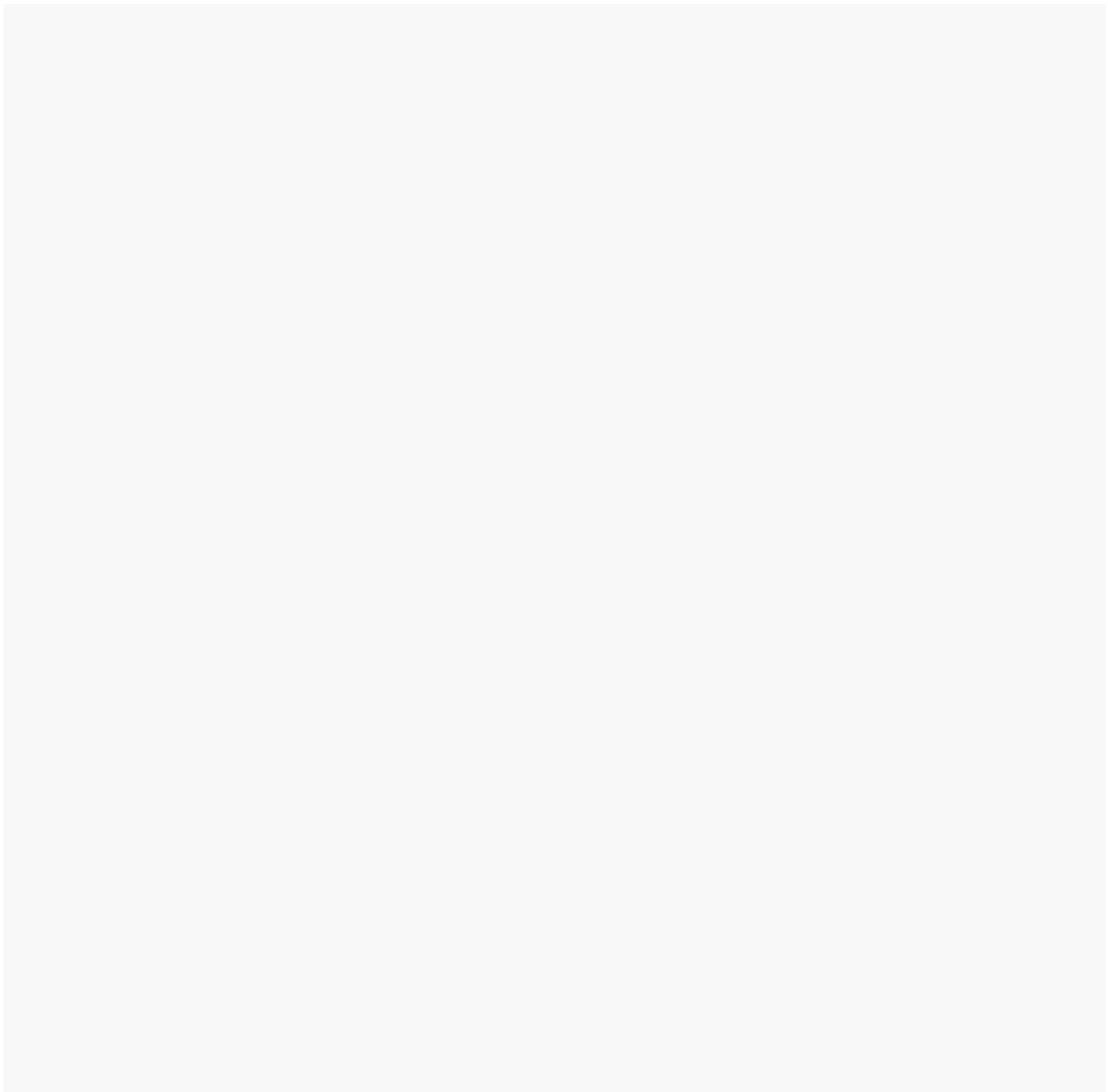
For instance, "Sex & Death & Rock & Roll" at Blum & Poe, created by Dave Muller, will allow guests to discuss with the artist.

Also, art curator Michael Findlay is presenting "The Worlds of Joaquin Torres-Garcia" at Acquavella Galleries.

Visitors can navigate the festival through special printed maps of Madison Avenue and the galleries.

Students from the School of Visual Arts will also be participating in the Second Annual Madison Avenue Gallery Walk with installations of their own. Each student has created an eight-foot-tall piece that represents his or her inspiration to become an artist.

The Gallery Walk is free for visitors and is open from 10 a.m. to 6 p.m., but attendees must register at [www.madisonavenuegallerywalk.com](http://www.madisonavenuegallerywalk.com).



"Stories of Almost Everyone" featuring works by Willem de Rooij is on view now @hammer\_museum in Los Angeles. The group exhibition includes over thirty international artists and is organized around the premise that objects of contemporary art possess narrative histories and inner lives that the conventions of display can only, at best, approximate. #WillemdRooij #HammerMuseum on view through May 6th!

A post shared by Petzel Gallery (@petzelgallery) on Apr 24, 2018 at 11:04am PDT

Organized by Madison Avenue Business Improvement District and presented by Artnews, the walk is designed to celebrate the arts and the well-known avenue.

Ghurka and Stella McCartney are among the new brands to call Madison Avenue in New York home with store openings during the second half of 2017.

Madison Avenue provides luxury brands with a quieter and more discerning high street environment than Fifth Avenue. While Madison Avenue has always been populated with luxury boutiques, the high street has seen its concentrations increase in recent years as the touristy Fifth Avenue's rents become too pricey for brands ([see more](#)).

