

## Cube Art Fair Takes NYC Billboards By Storm Featuring Work of Artist Gregg Emery



NEW YORK CITY, NY., May 5-9, 2021 – The Cube Art Fair is an art fair like no other.

From May 5-9<sup>th</sup> in New York City, 100 billboards, kiosks, and murals will feature the work of artists hoping to spread messages of inspiration, creativity, and hope. There will be one platform in the heart of Times Square on a 12,000 sq. ft. billboard displaying art on a large scale.

Cube Art Fair is a contemporary art fair that takes place in Brussels and New York. The pandemic has obviously shifted many things, and art fairs are no exception. During “normal” operations the art fair would celebrate artwork in the European Capital at the Vanderborcht Art Center and in the Zaha Hadid building in Chelsea.

‘These paintings, created during the pandemic, center and are inspired by meditative moments, grappling with the calm and chaos that has been the norm this past year. I am excited to share this work with such a broad audience who might not even have access or time for a gallery or museum visit.’

This is not the first time Emery has found new ways to create amidst pandemic restraints. His project *Meditations in an Emergency*, currently featured in a gallery on 350 Bleecker Street, is art that was created in collaboration with poets to grapple with the beginning of the pandemic in 2020.

While Emery creates in a tactile way, in the summer of 2019, he created works during the Poetry Festival of New York City with festival goers and artists; his work also embraces the digital. The digital representation of his work as a part of the Cube Art Fair, as well as the roots of the *Meditations in an Emergency* project celebrate art in the digital space. The digital can allow for collaboration when we can’t be with each other in a physical sense.

There is a deep well of creativity in collaboration. Emery says, “I have welcomed collaboration more than ever in concert with my individual studio efforts to process the effects of the pandemic and the attempts of our nation to awaken to its own reality. There are so many moments of anxiety, violence and uncertainty but I also believe they have been countered with introspection, resolve and creativity. I remain positive about the coming months and I hope these paintings will help you find a moment of meditation for yourself in this time of uncertainty, fear, anger and emergency.”

Emery is currently an artist in residence on Governor’s Island where he continues to work to push the boundaries of art and creativity in light of dark times.

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About Gregg Emery

The works and the world of Gregg Emery are inherently imperfect: purposefully paradoxical marriages between simplicity and complexity, clarity and confusion. Emery uses each of his works to complicate his two recurring forms: the circle and the rectangle. He uses sheer physicality to drag his paint into these two shapes, allowing the colors and individual marks of each bristle to interact with one another on his muslin base in ways that are both entirely intentional, yet also left slightly to chance. Each of Emery's pieces contains a unique, yet often limited, color palette, often inspired by unexpected sources. Derived from his everyday life, a movie scene, sunset, food or even a rusted dumpster. Through his powerful color selections and movements, Emery awakens something primal within his viewers. He triggers associations both intended and unexpected, allowing the viewer to continuously enjoy the works with their own, ever-evolving interpretations. His own inspirations combine western mystical experiences with his Quaker grandmother and a long time study of and within Eastern cultures, particularly Zen traditions and the Gutai Movement in Japan.