

K.

Wong Kit Yi: *North Pole Futures (Part III)*  
NADA New York, Booth 2.41 (P!)  
May 14–17, 2015

“Small talk”

Casual conversations on value, markets, patronage, and beyond

Friday, May 15, 2:30pm  
Ali Wong, curator

Saturday, May 16, 2:30pm  
Kenan Halabi, institutional government bond salesman

Sunday, May 17, 2:30pm  
Henri Benaim, lawyer

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K. is pleased to announce *North Pole Futures (Part III)*, a solo presentation by Hong Kong / New York-based artist Wong Kit Yi. For the duration of NADA New York, Ali Wong, investment manager for Wong Kit Yi, offers intrepid collectors a chance to commission a custom-made work, which will be created by the artist this Fall on a sailing expedition to the North Pole.

Prospective patrons may choose three elements out of Wong’s lists: a date, a color, and a weird word. These three terms will be combined together in a photographic, sculptural, performative, or painterly manner in the Arctic. In this final presentation at NADA, the market price of each commissioned work is set at \$4000; patrons receive a five percent price reduction for each of seven criteria that they meet, for a maximum total discount of 35%. Ten percent of all funding received will be donated to a nonprofit, chosen at random by the artist using a prize wheel. Patrons thus become co-producers, fellow adventurers, speculative investors, and inadvertent philanthropists all at once.

The accompanying video work *Market Research (2015)* collects interviews with select experts — including an art dealer, a commodities trader, a pawnbroker, and a fishmonger — who consider the nature and techniques of valuation and pricing. The project also includes a publication and website [wongfutures.com](http://wongfutures.com) for contracting the artworks.

There are only a limited number of contracts for sale, so don’t wait to invest in the future now.

Wong Kit Yi is an artist based in Hong Kong and New York. Recent projects have appeared in the exhibitions *Regarding Lightness: On Life’s Way*, Oil Street Art Space, Hong Kong (2015); *Bringing the World into the World*, Queens Museum, NY (2014); *The Ceiling Should Be Green*, PI, NY (2013); and *EXCHANGE*, School 33 Art Center, Baltimore, MD (2013). Wong’s work has been reviewed in *The New York Times*, *Art in America*, *e-flux conversations*, *ChinaDaily*, *Asian Art News*, *Time Out Hong Kong*, and *South China Morning Post*. She holds an MFA from Yale University.



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K. is a new gallery taking over the P! storefront at 334 Broome Street. From March through July 2015, K. inhabits the renovated Lower East Side space. Collapsing the timeframe of the four-week gallery show with that of the four-day art fair, K. presents an accelerated schedule of two- and three-week long exhibitions. Featuring artists Real Flow, Aaron Gemmill, Mathew Hale, Michal Helfman, Matthew Schrader, Wong Kit Yi, and others, the exhibition cycle examines critical questions of economic systems and the production of value in a new context. Gallery architecture by Leong Leong functions as an open white cube for the condensed five month schedule of shows. A hybrid physical/virtual publication edited by Sarah Demeuse and Sarah Hromack launches at the conclusion of K..

#### EXHIBITION PROGRAM

March 1–15	<i>Real Flow</i>
March 22–April 5	Aaron Gemmill and Matthew Schrader: <i>Tactile Pose</i>
April 12–May 3	Wong Kit Yi: <i>North Pole Futures</i>
May 10–31	Mathew Hale: <i>5TH HELENA ...</i>
June 14–July 2	Michal Helfman: <i>I'm so broke I can't pay attention</i>
July 13–31	<i>Egress</i> , organized by Sarah Hromack

For more information, contact Prem Krishnamurthy at  
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In-kind support provided by Amorim, the world's largest  
natural cork company, and Knoll.

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