

Getting into the GREY AREA

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On July 6th, the art world came together at the Woolly to mark the launch of Grey Area, a new website by Kyle DeWoody.

The creator is daughter of contemporary art collector Beth Rudin DeWoody, and web entrepreneur Manish Vora of Artlog, which works to combine art and design with home accessories projected by artists.



artist Dorothea Rockburne

Full of modern trappings, hors-d'oeuvres and no shortage of glitz, the party commenced with the younger Ms. DeWoody laying out some of the website's offerings. Attendees had the opportunity to shop during the party, as many brought along iPads.

Ms. DeWoody aims to make art more accessible to ordinary people who are intimidated by the art world. She seems to stress that interaction is key, along with affordability.



artist Eric Fischl

The idea may make some artists feel uncomfortable yet isn't art an object like any other shopper's item? Where is the crossover between decoration and art?

Art and commerce collide with Grey Area yet the opposing sentiments are being met with open discussion.

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