



FrontRow[®]
A DAILY REVIEW OF THE DALLAS ARTS

Dallas Art Fair Commissions Projects for Neiman Marcus Windows

By Peter Simek
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Right as FrontRow launched last year, artist Richard Patterson and Dallas Art Fair founder Chris Byrne engaged in a spirited back-and-forth on this site about the art fair, its purpose, and its future. Out of that conversation of letters came a series of offline conversations between Byrne and Patterson about the fair. Now comes word that one of the ideas that came from those conversations was a new initiative to be launched in conjunction with this year's art fair:

Neiman Marcus will give over its storefront windows for a series of artist installations. From the release:

The window project began and was developed through conversations between Dallas Art Fair co-founder Chris Byrne and artist Richard Patterson. Chris Byrne asked art community leaders to nominate artists and individuals to create window installations for the downtown Neiman Marcus store. Leading institutions participating include the Nasher Sculpture Center and Dallas Contemporary, both of Dallas; The Menil Collection of Houston; artist Bill Davenport; gallery owners Julie and Bruce Webb; and art book publisher Ed Marquand.

The seven windows are:

- Bill Davenport reinterprets Bill's Junk, originally installed at the Contemporary Arts Museum Houston
- Ed Marquand, Owner and Creative Director, Marquand Books
- Jeremy Mora nominated by Stephen Ross, Curator of Education, Nasher Sculpture Center
- Selven O'Keef Jarmon nominated by Toby Kamps, Curator of Modern and Contemporary Art, The Menil Collection
- Sour Grapes nominated by Peter Doroshenko, Director, Dallas Contemporary

- Wunderkammer of Webb Gallery, Waxahachie
- Artist Edward Setina nominated by artist Richard Patterson

Below you can find a full release, and [click here for a series of Q&As](#) with the participants about their projects.

NEIMAN MARCUS TO UNVEIL 2011 DALLAS ART FAIR WINDOWS

Collaboration with Art Institutions, Artists and More
Explore Relationship of Art and Retail

DALLAS (March 17, 2011) – Neiman Marcus, a founding sponsor of the Dallas Art Fair, will dedicate its display windows on Main and Ervay Streets to the 2011 Dallas Art Fair. This is the third year that the flagship store has sponsored the windows and hosted a reception as part of the window unveiling. The unique windows will be unveiled on Wednesday, March 23 and remain installed through April 10. The 2011 Dallas Art Fair presented by Ruinart is scheduled for April 8 through April 10 at f.i.g.in the Dallas Arts District.

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"Supporting the arts has been an important part of the Neiman Marcus heritage and that tradition continues today with equal vigor. We are pleased to support the Dallas Art Fair not only because it brings such tremendous work to our city, but because of the vibrancy it creates in downtown Dallas," said Jim Gold, President, Specialty Retail, The Neiman Marcus Group.

"Our intention is to collaborate with the art community by utilizing its tremendous resources of curators and artists. The flagship Neiman Marcus store provides the perfect context, and we look forward to seeing the participants' approach to their window installations," said Byrne.