



## **Nonprofit 4heads Announces Name Change for its Annual Fair on Governors Island, And Opens Call for Artists**

**New York—April 9, 2019**—The nonprofit organization 4heads, helmed by Nicole Laemmle, Jack Robinson, and Antony Zito, announced today that its annual fair on Governors Island will now be called *Portal: Governors Island* (previously *Governors Island Art Fair*). Open weekends in September, the fair presents the work of approximately 100 artists every year across the former military homes on Colonels Row and other historic sites across the island. Launched more than 10 years ago, 4heads recognized the possibilities of Governors Island as a platform for the presentation of contemporary art well before many acknowledged it as a desirable destination for arts consumers and the general public. The name change is part of an ongoing planning process that will ultimately result in other editions of *Portal* opening in different locations across the city throughout the year. The decision also comes at a moment of change on Governors Island, as more cultural entities move to the island and those that have been long-standing staples look to expand on both the island and well beyond.

“The name change has been part of an ongoing conversation between Jack, Nicole, and I for some time, as we think about the future of the fair and the possibilities of expanding our particular approach to the art fair model. Governors Island continues to evolve, and we want our artist community and the people that have supported us for over a decade to know that our vision remains true—to activate historic sites with contemporary art and to provide opportunities to artists, regardless of their status within the mainstream artworld,” said Antony Zito, co-founder of 4heads. “We first used the name Portal in 2016 for the fair we organized at Federal Hall National Monument in Lower Manhattan, and the name has stuck with us—this idea of stepping out of everyday life, being transported to somewhere else, and seeing things in a different light. On some level that is the function of art and it’s the kind of experience that we strive to achieve.”

4heads also announced today that it has opened its call for artists for the 2019 edition of *Portal: Governors Island*. The call is open to aspiring, emerging, and established artists of all ages and backgrounds. Artists from the United States and those residing abroad are welcome to apply. Artists will be able to submit applications through the 4heads website at [www.4heads.org](http://www.4heads.org) through June 5, 2019. As part of the application, in addition to providing background on their practices and visions, artists are asked to consider and provide response to how they might engage with the historic spaces in which their work will be shown. Using the location in dynamic and interesting ways is an important consideration for selection for the fair. 4heads leadership prioritizes originality of concept and urgency of vision over career level, academic background, and exhibition history. Once the application closes in early June, Laemmle, Robinson, and Zito will make a selection of up to 100 artists through a multi-tiered evaluation process. Participants will be announced publicly in July 2019. Selected artists are each provided with their own room or distinct space in which to exhibit at the *Portal: Governors Island* for free. Artists retain 70% of all sales.

### **About 4heads:**

4heads is a 501(c)3 nonprofit arts organization run by artists for artists. It was launched in New York in 2008, when Nicole Laemmle, Jack Robinson, and Antony Zito, who are working artists themselves, saw

an opportunity to create a platform that would serve emerging artists and the local community through exhibitions, education programs, and artistic collaborations. The organization's DIY spirit helps catalyze the ongoing dialogue between artists and people from all walks of life. Its diverse slate of initiatives includes the *Portal: Governors Island* (previously *Governors Island Art Fair*), other *Portal* art fairs, arts-education initiatives for underserved communities, and a summer Artists in Residence program on Governors Island. 4heads is committed to shedding new light on hidden culture and bringing new life to unexpected and unique spaces across the city.

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