



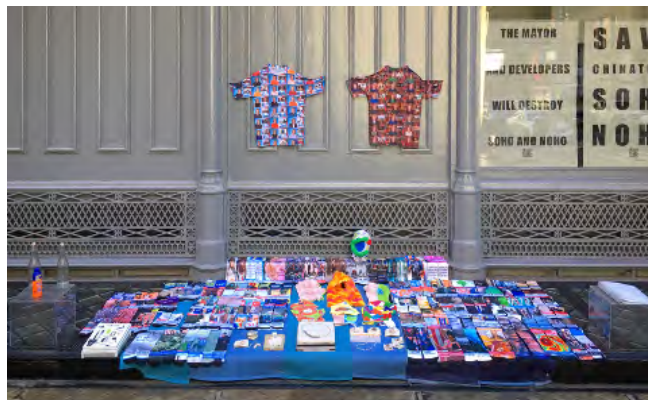
P.A.D. is an exhibition space in the historic SOHO District in New York City. It reflects the bustling economy of artists making, selling and promoting their artworks on the street year-round, weather permitting. The aim of the space is to platform small and editioned works by artists that are interested in exploring new ways of exhibiting.

## P.A.D. [Project Art Distribution]

P.A.D. is a project space that stages one-day pop-up exhibitions on the street in SoHo (New York) under the guise of a street vendor. The aim is for work to be sold and distributed, ideally for under \$75, as a way to make the ownership of contemporary art a more affordable, democratic process. Press release and checklist conventions are upheld and the spontaneous, ephemeral nature of the project invites collaboration and outside curation. The time spent on the street, out in the open, with the public creates a sense of community between the participating artists and facilitates a unique dialogue with strangers.

Since the project began in 2017, there have been 50 exhibitions.

Recent guest curation and projects include Wendy's Subway (Brooklyn, NY), F Magazing (Houston, TX), Cassandra Press/Kandis Williams (Los Angeles, CA), and A-Z West/Andrea Zittel (Joshua Tree, CA).



Photos courtesy of Adam Golfer





project\_art\_distribution

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P.A.D.  
Project Art Distribution



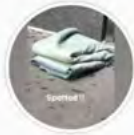
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Season 3



Season 2



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In 2021 P.A.D. turned a new corner, traveling the project internationally for the first time, as a participant in Various Others Munich sponsored by Galerie Christine Mayer, participated in NADA House and NADA x Foreland, and was made a NADA 'Introductory Gallery Member'.

- for press and additional information click -

Initially drawing from a local community of artists and friends, P.A.D. has expanded its community, exhibiting noteworthy emerging and mid-career artists such as Ilana Harris-Babou, Paul Ramirez Jonas, and Alexandro Segade. 2021 also marked our first solo exhibitions, with projects by B. Wurtz and A. Pfeiffer McNay.

The year culminated in the gallery's own retrospective at Walter's, the contemporary wing of the Walter Elwood Museum in Amsterstam, NY.





*Photos courtesy of Pierre Le Hors*

The retrospective included over 400 works by over 200 artists from our first 4.5 seasons of exhibitions.

The exhibition begins with a section of the 'pad column' repurposed from our NADA House exhibitions, includes a tribute to Barbara Ess organized by F Magazine, and ends with a selection of artist zines and books contributed by Wendy's Subway, prompt., and Primary Information in the museum's zine room with a permanent installation by Lauren Clay.

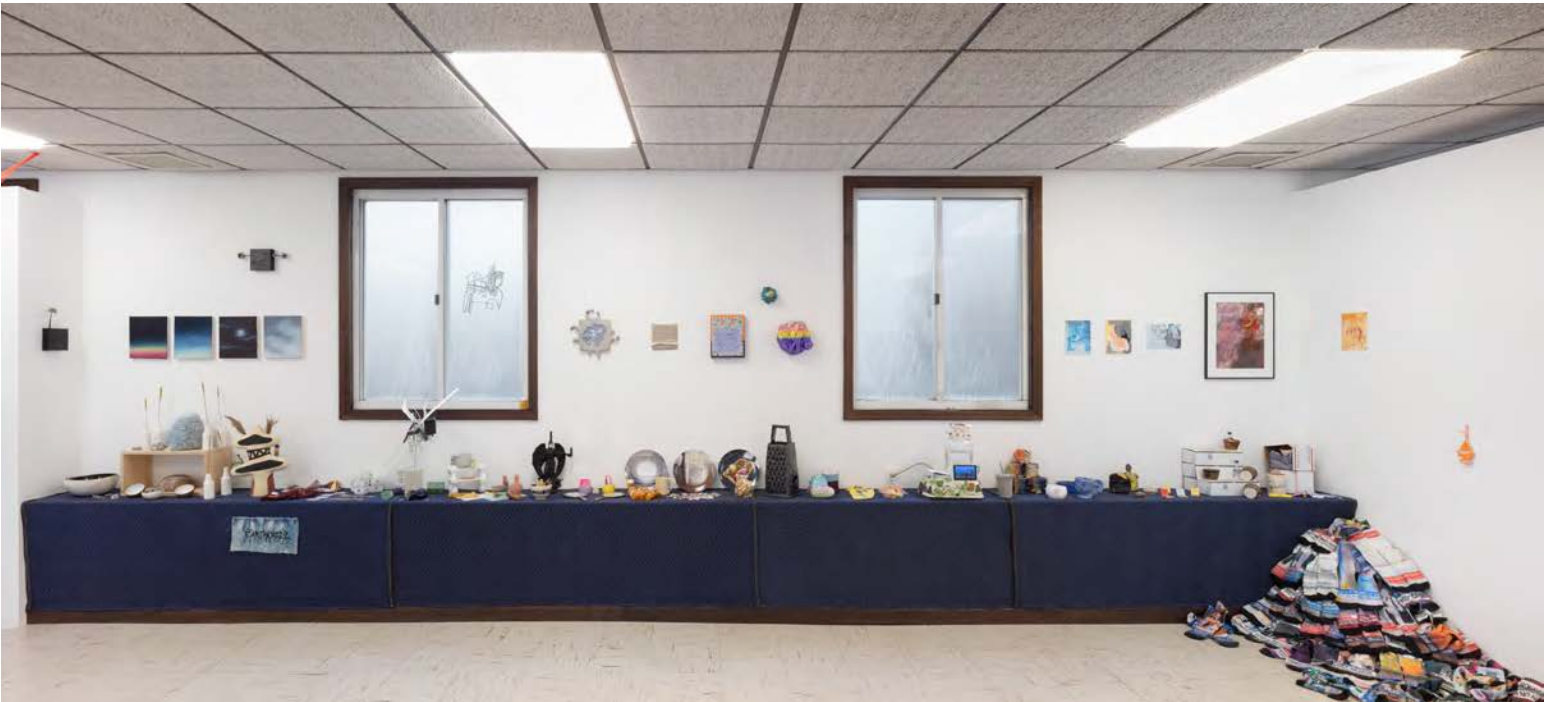
- for a complete list of artists [click](#) -

The exhibition is open through February 27, 2022

at Walter's  
100 Church St.  
Amsterdam, NY 12010

Appointments can be made at:  
646-736-9867  
or  
[brent@walterelwoodcontemporary.com](mailto:brent@walterelwoodcontemporary.com)

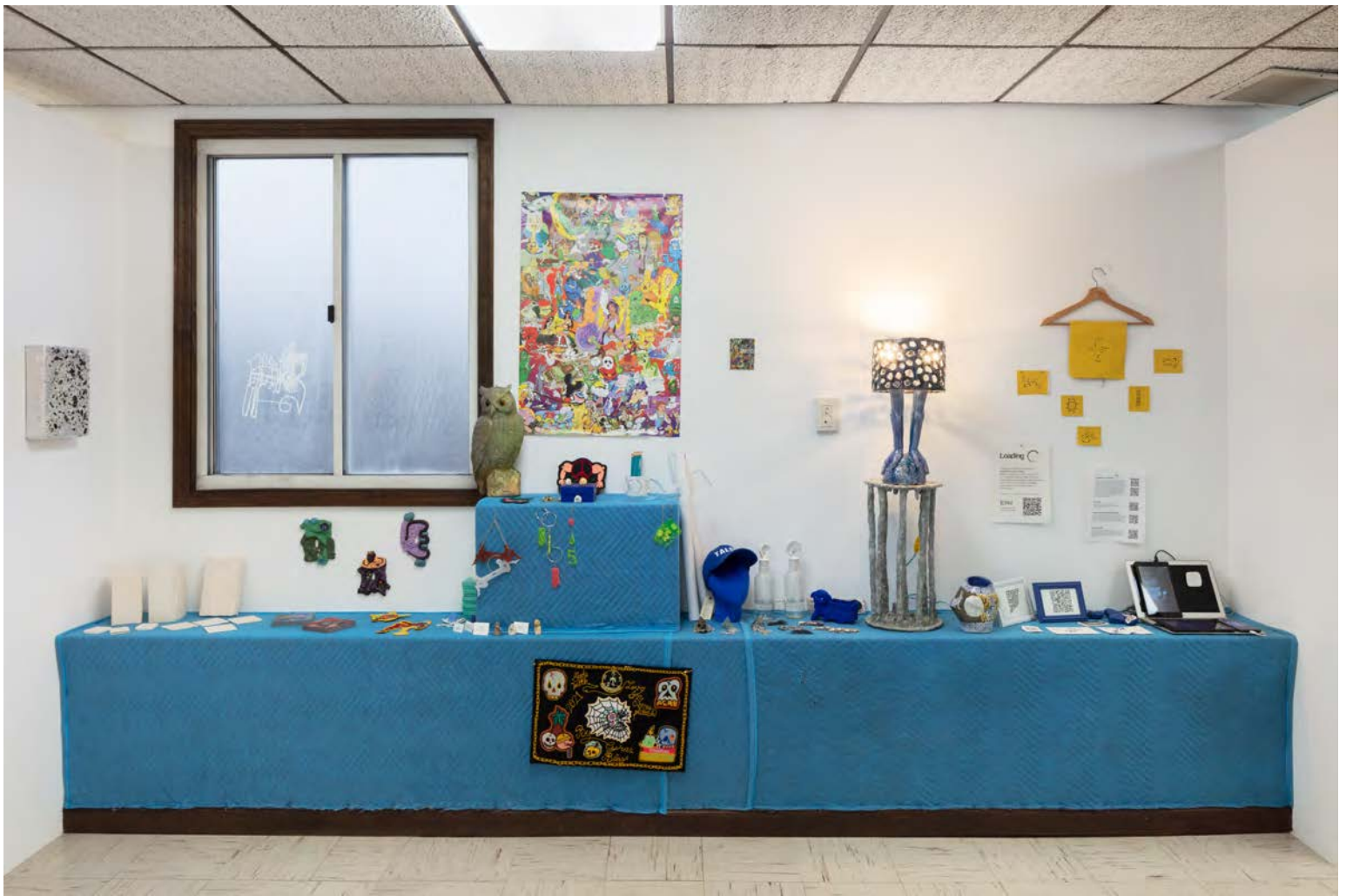




Photos courtesy of Pierre Le Hors







Photos on this and previous page courtesy of Pierre Le Hors

#### Image Notes

Page 1: **'Our Mutt'** featuring Rebecca Baldwin, Amra Causevic, Noa Ginzburg, Jessi Li, and Raine Trainor, **'Head, Shoulders, Feet and Toes'** featuring Rocío Guerrero Marin, Andrew Meriweather Francis, and Sam Turner and **'Petri Dish: Plank Road Presents Permanent Maintenance on P.A.D.'** featuring Xyrus Blaze, Allison Brainard, Zach Collins, Maxim Schidlovsk, Emily Dubovoy, Sam Effler, Hayley Fallon, Joseph John Greer, Becky Kinder, Dan Mandelbaum, Ellen Pong, Ryan Rennie, Noah Towne, Amir Toos, Maja Wittrup, and Smile Walker.

Page 2: Instagram screengrab, featuring various installation, de-installation, and candid images

Page 3: **'München Monopoly'** presented by Galerie Christine Mayer for Various Others, featuring Rebecca Baldwin, Christina Barrera, SiSi Chen, James Chrzan, Patrick Costello, Chang Sujung, Kat Chamberlin, Amra Causevic, Ilana Harris-Babou, Peter Hoffmeister, Alejandro De La Guerra, Baris Gokturk, Jessi Li, Topher Lineberry, Adam Marnie, Harry Moritz, Christine Egaña Navin, Adams Puryear, Andy Ralph, Abelardo Cruz Santiago, Alex Schmidt, and Erik Sommer and **'Malen Melon'** featuring A. Pfeiffer McNay for NADA House.

Pages 4-7: **'In with the Old: A Retrospective and Rummage Sale'**, featuring over 200 artists and 400 artwork. Artists were invited to contribute work previously exhibited with P.A.D. as well as new work that would not typically fit into the outdoor project space limitations.

**For press links and additional information,**  
 please email us at [projectartdistribution@gmail.com](mailto:projectartdistribution@gmail.com) or visit [https://linktr.ee/P\\_A\\_D](https://linktr.ee/P_A_D)