

VOL 5 ISSUE 1, SEPTEMBER/OCTOBER 2010 FREE

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from the EDITOR



Dear Readers,

I took some magazines to read on vacation this summer. I usually take piles of unread *New Yorkers*, so I can leave them behind when I'm done. But this time I purchased *Vanity Fair* and *W*. Okay, *Vanity Fair* I've been known to indulge in, but *W*? Both magazines I bought for their LA art coverage that everyone was talking about.

These publications tap into the art world from time to time, but both covering the LA scene simultaneously was intriguing. Why now? Is something in the air? Why is mainstream America suddenly interested in the art scene here in LA?

W highlighted the Culver City art scene. (BTW, has Tim Blum from Blum & Poe become our official LA art spokesman now? Come on, I like the guy and all, but aren't there other art dealers available for comment sometimes?) The real kicker in the story is the fact that two New York galleries are setting up camp here in LA: L&M Arts and Matthew Marks Gallery.

So, now that New York has anointed the LA scene, that makes us legit? Maybe outsiders need this validation to overcome their ambivalence toward LA. It's the endorsement stamp — New York approves. But, says *W*, move over New York, LA is becoming an "established star." How much more adulation can we take?

The *Vanity Fair* article was a different animal. It focused on the major players: LACMA's Michael Govan, philanthropist Eli Broad, and now, MOCA's Jeffrey Deitch. The writer was Bob Colacello, no stranger to celebrity and art. He made the LA scene sound like an episode from *Dallas*: Following the two big-wig museum directors from dinner party to dinner party, attending two parties in one night to keep up with them! The drama and intrigue with the protagonist, "Eli." I can hear the organ chords whenever he steps into a room.

What this says to me, as an editor of an LA art magazine, is that we're exactly where we want to be. Los Angeles art has been on the radar for some time now. It's not surprising that the mainstream finds fodder in the art world, particularly Los Angeles. I for one, can't seem to tear myself away from the vibrant art scene here. Which brings me to a very exciting announcement.

Artillery is starting its fifth year in publication — a milestone in any business — and this September is our 25th issue. Our feature story is about how the LA art world is continually changing. Pacific Design Center is another new art outlet (so to speak), Chinatown's flux keeps it thriving and Culver City's new light rail art is designed by forward-thinking architects, making it more pleasurable for art shoppers.

Those lifestyle magazines may think they are onto something. They have the celebrity insider take on things, but *Artillery* has the insider take on the art that's out there and that's what it all boils down to. It's here in LA, and it's here in *Artillery*. Go ahead and pick up those trendy magazines to tell you something we already know, or save your money and read all about it here.

Tina King