

Single Fare 2: Please Swipe Again

Opening Reception: Thursday, March 17th, from 5 to 9 pm
 Exhibition: Friday, March 18 through Saturday, March 26, 2011
 Gallery Hours: Noon to 6pm (Closed Monday & Tuesday)

Sloan Fine Art is pleased to host "Single Fare 2: Please Swipe Again" a very special exhibition of works on used NYC MetroCards with a portion of the proceeds to benefit Transportation Alternatives (transalt.org) and Alliance for the Arts' NYC ARTS (NYC-ARTS.org).

In May 2010, Artists Jean-Pierre Roy and Michael Kagan hosted an unusual exhibition in their Brooklyn studio. Open to all artists who wanted to participate, "Single Fare" placed one constraint on the creative process: all work had to be submitted on a used MetroCard. Inspired by the notion that the city's subways and buses allow for a kind of creative interchange unmatched in human history, "Single Fare" sought to create a unique art event where art and artists could come together to form a monumental event made from a tiny, innocuous piece of plastic: The MetroCard! The resulting exhibition featured over 700 works of art – from artists as far away as New Zealand and as close as the studio next door.

Following the tremendous success of last year's "Single Fare," Roy and Kagan team up with Sloan Fine Art on the Lower East Side for "Single Fare 2: Please Swipe Again." The themes of last year's show ran the gamut from moments of high abstraction to delicate portraiture. Three-dimensional works, documentary photography and even a video installation helped to create one of the most cohesively diverse shows in recent memory while playfully challenging artists to show what they can do with seven square inches.

While serving as a democratizing vehicle for artists of all ages and disciplines, the Single Fare exhibition also served as a fantastic platform to introduce beginning

collectors to an amazing array of work while inviting the committed collector to connect to artists that might normally fall under their radar. Partnering with Sloan Fine Art represents an exciting step forward for the Single Fare experience, allowing the exhibition to remain true to its roots while benefitting from additional exhibition days and regular gallery hours.

Additionally, a handful of artists have been recruited to create Single Fare works that will be raffled off with proceeds to benefit two worthy charities – Transportation Alternatives (transalt.org), promoting New York City's continued commitment to public and alternative forms of transportation and Alliance for the Arts' NYC Arts (nyc-arts.org), the leading Web and free iPhone guide to arts programs and events throughout NYC. Raffle tickets will be available beginning at 5pm the night of the reception and winners will be announced at 8:30pm sharp.

Detailed submission instructions can be found at <http://single-fare.com> and <http://sloanfineart.com/11SingleFare/submit.html>

About Transportation Alternatives:

Transportation Alternatives' mission is to reclaim New York City's streets from the automobile, and to advocate for bicycling, walking and public transit as the best transportation alternatives.

About the Alliance for the Arts:

The Alliance for the Arts serves the entire cultural community through research and advocacy and serves the public through cultural guides and calendars. Through its NYC ARTS guides and calendars, the Alliance promotes New York cultural institutions. Through its research studies highlighting the importance of the arts to the economy and to education, the Alliance helps government and civic leaders understand the importance of cultural organizations to New York City. More information on the Alliance's work can be found at the new www.AllianceforArts.org.

Image: Michelle Doll, "Sam," 2010, mixed media on MetroCard