

GOTHAM

You Need to Check Out Jared Madere's Whitney Exhibit

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is Jared Madere the art world's next hot name?



Detail of Jared Madere's *Untitled* (2015). The installation by the Brooklyn artist incorporates such disparate objects as nails, parts of trees, wigs, and necklaces.

Most art enthusiasts who frequent Chelsea's glossy galleries haven't heard of Jared Madere, but that will soon change. Here's what you need to know about the man who could be the art world's next big thing.

He's Whitney bound:

The 29-year-old Brooklyn artist received a prestigious commission—to create an installation, debuting in October, in the lobby of the new Whitney Museum. His work will “allude to myths as well as materiality—a conflation from past to present to future,” says Christopher Y. Lew, associate curator of the Whitney. Think Babylon, Rome, sci-fi fountains.

A new art movement leader?

“He's a magnet,” says Lew, noting how Madere is a central figure in a group of emerging artists whose gritty, urban works (“sometimes called Bushwick Abjection”) are shown in the artist's apartment-cum-gallery, *Bed-Stuy Love Affair*.

Check out one innovative “retro” style:

Maderer’s installations feature disparate materials with clear connections to daily life—strawberries, crates, burned coats, flower arrangements, plastic tarps. The unaltered objects invite viewers to make their own associations, says Lew. In contrast to the highly finished digitally based art so popular with his generation, Maderer’s pieces are “more like traditional art,” Lew explains, as the work is focused on materials the artist gathers and combines.

When to see Maderer’s installation:

The Whitney lobby is free and open to the public. October 16–January 3, 2016, Whitney Museum of American Art, 99 Gansevoort St.

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