

Art & Design

NADA New York Is an Art Fair With a Stunning Sense of Humor

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When making a mental list of stuff that's ha-ha funny, art fairs probably aren't the first thing that springs to mind. And yet, NADA New York, in its sixth year and held for the first time at Skylight Clarkson North, brings an unparalleled sense of humor to Armory Arts Week. A common thread between the 100+ galleries and projects from 37 cities around the world is a tongue-in-cheek mocking of the art world, pop culture, the media, and modern technology. At times, it's almost too self-aware for its own good, but for the beleaguered folks who have attended five or more less amusing fairs in a week, the joke is definitely still funny.



The strangest piece at the fair (and perhaps of the entire week) is also a joke on technology. It comes from new media artist Jeremy Couillard at yours mine & ours and takes the form of a plastic alien chained behind a laptop typing one-liners like "why do white people like guitars so much?" and "I have a Netflix account for my dreams." This dystopian vision is even complete with the typical trappings of cubicle life, like a coffee mug and a picture of the alien relaxing at the beach with its alien family. It's the perfect art fair work: attention-grabbing, memorable, and starkly funny — the kind of thing you'll bring up later at dinner with friends and post to social media. It's also freaky as hell.