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Ford Models Debuts Space for Emerging Artists

January 20, 2011 5:42 PM by Anne Monoky



Photo Credit: Billy Farrell

Ford Models is known for bringing beauty to the world, and their latest endeavor is no exception. The fordPROJECT, their penthouse gallery which will host guest curators and support both established and emerging artists, attracted revelers to the likes of Daphne Guinness and David LaChapelle at a party last night to kick off the opening of the new space at 57 W. 57th Street in New York. For its debut exhibition, Lara Pan curated an exhibition called "When the Fairy Tale Never Ends" with works by a slew of talents — from Paul McCarthy to Marc Rembold. This is just the first in a series of major hits they have lined up: What's next? Keep an eye out for fashion industry fave Neville Wakefield's "Involuntary" exhibition, coming March 1.

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