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**FOR IMMEDIATE RELEASE:**

**CENTRAL BOOKING Art Space Opens in Brooklyn's DUMBO Area**

***Providing Rare Accessibility to the Breadth of 'Book Art'***

New York, NY, September 8, 2009 - A unique international art space specifically dedicated to the entire breadth and scope of "the book" as art, **Central Booking**, opens on Thursday, **September 17, 2009, reception 6-9PM** in the DUMBO section of Brooklyn.

Dating back to William Blake, who pioneered the genre, and central to the conceptual art of 1960s artists such as Sol LeWitt, "book art" has in recent years devolved into a niche art form...until now. Conceived by respected and accomplished artist/curator, **Maddy Rosenberg**, Central Booking's objective is two-fold: create a distinctive space where the virtually infinite forms and range of book art and prints can be seen in one place while simultaneously providing both established and emerging practitioners of the genres with an outlet for their work. Central Booking's overall mission is global in scope: to serve as a catalyst for the integration of artist's books into the mainstream art world where they are now often marginalized.

"Book art," explains Rosenberg, "can be anything from a pamphlet done inexpensively on a copy machine to a letterpress codex bound book integrating words and images to a sculptural piece that is an object itself."

To make accessible something that might seem to be an abstract concept, as well as to underscore the affordability of book art, Central Booking's layout combines the informality of a store with the selectivity and installation of a gallery. To achieve this mission, Rosenberg has arranged the physical layout of Central Booking into two distinct but integrated spaces:

- **Gallery I** will be dedicated to Book Art and Prints.
- **Gallery II** will be reserved for curated thematic exhibitions. These exhibitions will showcase an unusually broad variety of genres while always integrating the participation/work of at least one book artist.

The initial exhibition in **Gallery II** is "Natural Histories," the first in a series of explorations where art meets science.

Central Booking's innovative integration of spaces is organic, as many book artists work in other media as well: painting, sculpture, installation and video art. Indeed, book art often incorporates these other genres to create truly original multi-media works.

Participating artists range from those who are well known to the New York audience, to young and international artists who will be introduced. They include: Desirée Alvarez; Sara Garden Armstrong; Pinky Bass; Amina Bech; Zane Berzina; Doug Beube; Jay Bolotin; Stephanie Brody-Lederman; Stephen Bury; Travis Childers; Sang-ah Choi; Beatrice Coron; Leonard Forslund; Mary Frank; Anne Gilman; Wendy Given; Judy Hoffman; Robin Holder; Kahn & Selesnick; Ben Katchor; Angela Lorenz; Kumi Korf; Joan Lyons; Gerhard Mantz; Martin Mazorra; Clifton Meador; Palo Pallas; Barbara Rosenthal; Miriam Schaer; Buzz Spector; Holly Sears; Mary Ann Sampson; David Sandlin; Susan Share; Joan Snyder; Mary Ting; and others.

### **Additional Attractions**

Central Booking will host screenings, book launches, musical events, special lecture series, discussion panels and workshops on topics of interest to both a specialized audience and the general public.

Building on its own interactive orientation, Central Booking also has a major online presence that will continue to grow. The website is a virtual gallery with easy purchase of art work; a center of educational information, including a magazine highlighting the artists and their works, scholarly articles and related news items; a home for special web-based projects; subscription series for the purchase of certain works at limited-time special pricing; portfolios of prints of select artists available for purchase; and an events calendar.

"Brooklyn has taken its position as a major art center in the world," says Rosenberg, "yet it still lacks a place where the public can have access to book and related arts on a continual basis." Rosenberg continues, "Central Booking promises to change that situation via a completely new approach, beyond that of the handful of galleries in the world where book art is usually exhibited intermittently or as only one of many genres."

### **The Central Booking Team**

Maddy Rosenberg, Executive Director/Curator, has surrounded herself with the following experts in their respective fields: Jon Coffelt, Curator; Agnes Murray, Consultant; Emily Bicht, Administrator; Heidi Neilson, Designer/Webmaster; John Avelluto, Registrar; Jennifer Chisnell, Editor/Researcher; Ameer Pollack, Collections Coordinator.

### **Central Booking**

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**Hours: Thursday-Sunday, 12-6 PM**

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