

Eleven Rivington **The New York Times**

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WATCHING VISIONS UNFOLD

By Carol Vogel

The Art Production Fund, a nonprofit organization that presents public art around New York, has set up shop in a SoHo storefront that can be likened to an experimental laboratory.

The organization will invite artists to create installations and performances in the space, the APF Lab, at 15 Wooster Street. "Some projects can last for a day, others for a month or longer," said Yvonne Force Villareal, who runs the Art Production Fund with Doreen Remen. "It's all about the artists' visions."

Reflecting tight economic times, Ms. Villareal said, "everything has been done on the cheap."

Rather than send out costly exhibition invitations, the lab will rely on e-mail messages and its Web site, artproductionfund.org. There will be no lavish catalogs; instead the Art Production Fund's facade will post a phone number — (646) 775-2789 — at which people can hear artists discuss their projects.

The space has been donated to the fund for five years by the Laboz family, owners of United American Land, the developers behind the SoHo Mews, two residential condominium buildings designed by Gwathmey Siegel & Associates Architects. The APF Lab is on the Wooster Street side of one of the buildings.

Ms. Villareal and Ms. Remen said that they settled on the idea for the space after helping organize art installations in the Park Avenue Armory as part of this year's Whitney Biennial. "Each of those projects were in rooms," Ms. Villareal said. "We took that feeling. Artists come to us all the time with projects, so we wanted to create a space that we could turn over to them."

The glass-fronted gallery's inaugural project, "Blue Balls," conceived of by the painter Jackie Saccoccio, is already under way. She invited 15 artists to paint on the walls:

each week two or three artists will arrive to paint around and over what is already there, giving the project an archaeological feel. While viewers can watch the artists' progress from the street, the space will open for viewing on Dec. 6 and 7. The next project will be "Cathedral," a multilayered video by Marco Brambilla, running through January. Mr. Brambilla photographed people window shopping around Christmas in a Toronto mall and then created a video in which he superimposes these images, one on top of another, to create a kaleidoscopic effect.

"It looks like a stained-glass window," Ms. Villareal said, "but it's really about conspicuous consumption."