

Gallery of International Naïve Art

A sophisticated Upper West Side space to showcase primitive art

Location: New York, New York

Area: 2,220 sf

Budget: \$363,000

Completed: 2008

The proprietor of this Tel Aviv-based gallery, which specializes in the naïve art of South America and Eastern Europe, called on Fradkin & McAlpin to establish a Manhattan presence. The simple elegance of the space is evident from the street. A highly developed, integrated lighting scheme sets the stage. A series of intimate alcoves encourages visitors to appreciate the art on display and promotes a sense of discovery. With its bamboo floors, the space is warm and comfortable,

mirroring the emotional appeal of the gallery's colorful paintings.

Key details

- > Conceptualized an image to mirror and enhance the gallery's concept
- > Maximized available wall space to accommodate paintings of many sizes
- > Reconfigured access to the lower level to improve its usability
- > Devised cost-effective solutions

