



ART IN
BUILDINGS



Zach Wollard ***Zero-Sum Game***

Now on view through August 11, 2018

223 – 225 West 10th Street
New York, NY 10014
TEIArtinBuildings.com
#w10w

Image courtesy the artist

Time Equities Inc. Art-in-Buildings is pleased to announce the newest exhibition at the West 10th Window: Zach Wollard, *Zero-Sum Game*.

In *Zero-Sum Game*, Zach Wollard painted the walls of the West 10th Window with a dreamy cloudscape dotted with seashells and created a shrine of delicate objects, the centerpiece a white skull sprouting vibrant, colorful flowers. Wollard considered this installation within the context of the West 10th Window's immediate neighborhood – one of extreme wealth, materialism, and conspicuous consumption. Wollard's practice examines our culture's constant drive for more – for progress, success, and growth at any cost, without regard to our environment or to vulnerable communities. *Zero-Sum Game* comments on this state of mindless privilege and its environmental impact. The white skull, bleeding gold, grows flowers from its head, contrasting clear references to death, decay, and wealth with life, growth, and awakening. Surrounding the skull are five ceramic dishes filled with paint chips, sawdust, nails, paprika, and sand, each representing various aspects of integration and disintegration. A vibrant turquoise thread draped to read "reap" and "sow" on either side of the skull presents a final poetic visualization of our interconnectedness.

Zachary Wollard was raised in Kansas City and attended Columbia University and the Skowhegan School of Painting and Sculpture. He was a recipient of a Sharpe-Walentas grant in 2016. His work has been included in numerous exhibitions internationally and is in the collections of the Museum of Modern Art, NY and The Whitney Museum, amongst others.

Next up at the West 10th Window: Nooshin Rostami, Robbin Deyo, and Ryan Frank.

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The West 10th Street Window is curated by Eliana Blechman, Natalie Diaz, and Jennie Lamensdorf, and is sponsored by the Time Equities Inc. (TEI) Art-in-Buildings Program. TEI is committed to enriching the experience of our properties through the Art-in-Buildings Program, an innovative approach that brings contemporary art by emerging and mid-career artists to non-traditional exhibition spaces in the interest of promoting artists, expanding the audience for art, and creating a more interesting environment for our building occupants, residents, and their guests.

Founded in 1966, privately-held [Time Equities Inc.](#) has been in the real estate investment, development and asset & property management business for more than 50 years. With properties in 30 states, five Canadian provinces, Germany, the Netherlands, and Anguilla, the TEI portfolio consists of approximately 31.1 million square feet of residential, industrial, office and retail property.