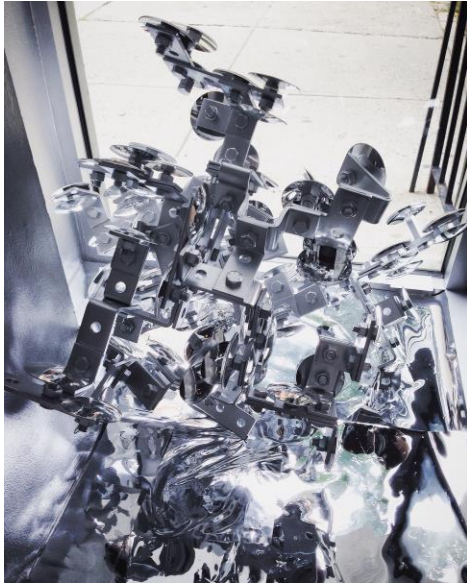




TIME EQUITIES INC.



Gustavo Prado ***In Stride (Measure of Dispersion Series)***

On view through August 20, 2016

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

Image courtesy of the artist

Time Equities Inc. Art-in-Buildings is pleased to announce the newest exhibition at the West 10th Window: Gustavo Prado, *In Stride (Measure of Dispersion Series)*.

Prado's work explores the dynamics of space – public, private, and personal – through sculpture, drawing, performance, photography and video. In the *Measure of Dispersion Series* (2014-ongoing), Prado has developed a highly mutable system of modular metal structures and blind spot mirrors. The artist deploys these ordinary materials in a fluctuating array of combinations that can resemble clouds, columns, growing vines, alien spaceships, and elaborate security systems. *In Stride* most closely resembles the latter: the simple blind spot mirrors reflect the world in elaborate patterns, fragmenting bodies and environment, while also recalling the materials used to disguise the gaze of surveillance cameras. Prado situated *In Stride* atop a reflective floor, further amplifying the disjunctive effects of the mirrors. *In Stride*, like all works from the *Measure of Dispersion Series*, compels viewers to approach with a siren call of reflections and #selfie opportunities. The work is simultaneously engaging and alarming, reflective and recording, voyeuristic and surveying. As such, *In Stride* echoes the complex and layered experiences that manifest in public spaces.

Gustavo Prado was born in São Paulo in 1981. He studied Philosophy and Industrial Design, and received his artistic training at the School of Visual Arts of Parque Lage in Rio de Janeiro. His work has been shown at "The Year of Brazil in France" at the Le Carreau du Temple, Paris; the "Rumos Visual Arts Program" at São Paulo's Itaú Cultural Foundation; the Museum of Modern Art, Rio de Janeiro (MAM-Rio); the Paço Imperial Cultural Institute, Rio de Janeiro; and the Sergio Porto Cultural Space, Rio de Janeiro. He is a recipient of the "Projéteis" Contemporary Art Award by the Brazil's National Foundation for the Arts (Funarte). His work has been acquired by the collections of Gilberto Chateaubriand and Ricardo Rego. The artist has been a participant in various residencies, including Aprofundamento Program at the School of Visual Arts of Parque Lage; and the Sculpture Installation and New Media Art Residency at New York's School of Visual Arts. Prado has published critical essays in several of Brazil's top art publications, and is an editor and co-founder of Jacaranda Magazine. He lives and works in New York.

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The West 10th Street Window is curated by 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 40 years. With properties in 26 states, four Canadian provinces and Germany, the TEI portfolio consists of approximately 23.4 million square feet of residential, industrial, office and retail property.