

THE HOLE

by AMANDA BRANSFORD

"PEOPLE SOMETIMES THINK, YOU GUYS ARE HAVING TOO MUCH FUN TO BE SERIOUS!" SAYS GRAYSON. "WHICH IS NOT TRUE AT ALL. THESE ARE REAL SHOWS. JUST BECAUSE THEY LOOK AWESOME..." — "...DOESN'T MEAN THEY'RE NOT SERIOUS!" COLEMAN JUMPS IN.

"We own The Hole," says gallerist Kathy Grayson of herself and Meghan Coleman. "I always wanted to say that because in feminist theory people talk about 'own your hole.' We own our Hole."

The Hole in question is the nascent gallery that the two 29-year old women opened this past June in New York, on Soho's Greene Street. Until their former employer, Jeffrey Deitch, shuttered Deitch Projects - his contemporary art gallery known for its innovative, often provocative shows - to take a job as director of the Los Angeles Museum of Contemporary Art, they never anticipated opening their own gallery. "I was really happy working at Deitch," says Grayson. "Meghan made these crazy art exhibitions actually happen, and I got to dream up crazy things and curate wild stuff, and Jeffrey paid for all of this by working really hard and selling art."

"And now we have to do all of it!" Coleman adds. Not that the two young women are complaining. In addition to the abundant amount of additional work that comes with running a business, owning their own space allows them to plan their shows with unlimited freedom and creativity. They've recently had an exhibition with artist and musician Cody Critchloe, and are currently running a Mat Brinkman show that features pen and ink drawings displayed in rooms that are flooded with different colored light. They're also working with well-known New York artists like Barry McGee and Terence Koh. Clearly, The Hole is keeping the professional spirit of Deitch Projects alive, while also taking the opportunity to focus on young and emerging artists.

Grayson and Coleman explain, completing each other's sentences, that they've also brought with them some of Deitch Projects' reputation for wildness.

"People sometimes think, you guys are having too much fun to be serious!" says Grayson. "Which is not true at all. These are real shows. Just because they look awesome..."

"Doesn't mean they're not serious!" Coleman jumps in. "If anything, we want to be a little bit weirder than Deitch even," says Grayson.

"But we don't want to be a circus," Coleman emphasizes.

And, like their predecessor, they're managing to walk the line. To balance creative experiments such as rooftop performances by Critchloe's band SSION and performer No Bra, or a fashion show in a school gym, the duo has also



Guests : Peggy Noland, Guillaume Boulez, Matthu Placek, Avery Newman, Kathy Grayson, Teddy Willoughby, Matt Moraner, Spencer Sweeney, Michael T. Jackson, Suzanne Geiss, Jaimie Warren, Meghan Coleman and Rosson Crow.



Rosson Crow wearing her own vintage dress

What is your signature dish you bring to dinner parties?
Alcohol or cookies.

Do you believe in aphrodisiac foods?
Yes!

What do you find sexy?
Confidence.

What's UN-sexy?
Arrogance.

Deal-breaker fetish?
Quite a few.

Leather or lace?
Leather AND lace.

What's your sign? Does it matter?
Libra. Not sure!



Mike Jackson with Suzanna Geiss wearing threeASFOUR catfar and vest



What is your signature dish you bring to dinner parties?
Seafood risotto, but I always host.

Do you believe in aphrodisiac foods?
No. Separate appetites.

What do you find sexy??

What's UN-sexy?

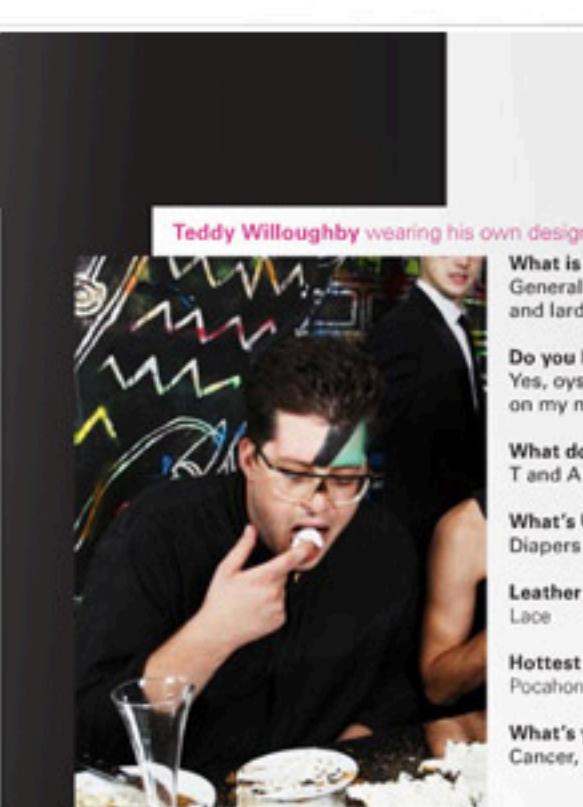
Leather or lace?
Burlap

What's your sign? Does it matter?
Aquarius; no, I don't think so.



Meghan Coleman wearing BLAND jumpsuit and belt with Kathy Grayson

Photographer : Susan Pittard
Art Direction : Guillaume Boulez
Hair : Jillian Halonska for WT Management
Make-up : Andrea Helgadottir @ The Magnet Agency
Assistant stylist : Eduardo Venguer
Installation : Cody Critchloe / SSION Boy Installation at The Hole, NYC
Food : Boomba on Youmba
Special thanks to Shoot Digital, Aaron Zych and Baron Avarar



Teddy Willoughby wearing his own design



What is your signature dish you bring ?
General Tso's chicken casserole with mozzarella cheese and lardons and chives

Do you believe in aphrodisiac foods?
Yes, oysters and champagne have a very pleasant effect on my mojo

What do you find sexy?
T and A

What's UN-sexy? Deal-breaker fetish?
Diapers

Leather or lace?
Lace

Hottest Disney princess?
Pocahontas

What's your sign? Does it matter?
Cancer, Of course!



Peggy Noland wearing her own design

What is your signature dish you bring to dinner parties?
Maybe some cupcakes with Chanel logos on them. Corny? NO! Cute? YES! Or casserole.

Do you believe in aphrodisiac foods?
Yeah! Like, what about a big juicy steak!

What do you find sexy?
Raw meat and boners.

What's UN-sexy?
Not trying hard enough

Leather or lace?
Maybe some leather get-up with a little lace trim? Don't you think?

What's your sign? Does it matter?
I'm a cusp. Guess which one?



Matthu Placek wearing threeASFOUR tunic and vintage shoes



What is your signature dish you bring to dinner parties?
I always seem to host the dinner party, so everything.

Do you believe in aphrodisiac foods?
Certainly!

What do you find sexy?
Talent

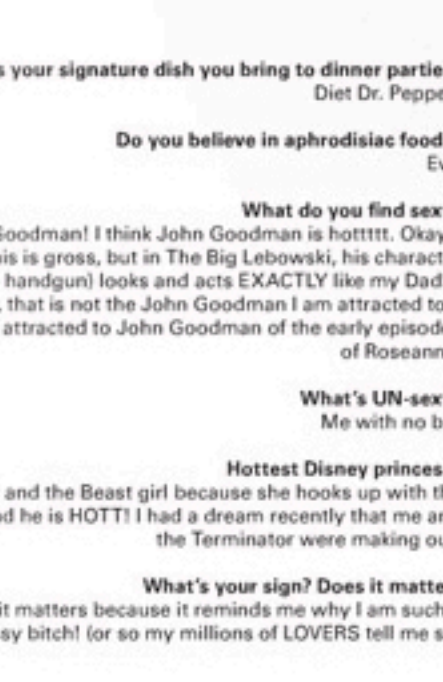
What's UN-sexy?
Anyone who lives in New York and has said, "I'm bored."

Deal-breaker fetish?
Furries

Leather or lace?
Leather

What's sexier: 1/2 Weeks, Tropic of Cancer, or The Origin of the World?
L' Origine du monde

What's your sign? Does it matter?
Scorpio. Absolutely!



Jaimie Warren wearing her own vintage dress



What is your signature dish you bring to dinner parties?
Diet Dr. Pepper!

Do you believe in aphrodisiac foods?
Ew!

What do you find sexy?
John Goodman! I think John Goodman is hottttt. Okay, I know this is gross, but in The Big Lebowski, his character (minus the handgun) looks and acts EXACTLY like my Dad!!! However, that is not the John Goodman I am attracted to. I am mostly attracted to John Goodman of the early episodes of Roseanne.

What's UN-sexy?
Me with no bra

Hottest Disney princess?
The Beauty and the Beast girl because she hooks up with the Beast and he is HOTTT! I had a dream recently that me and the Terminator were making out.

What's your sign? Does it matter?
Aries! Yes it matters because it reminds me why I am such a huge bossy bitch! (or so my millions of LOVERS tell me so)

taken on some larger-scale projects, like expanding the Wynwood Walls murals that Deitch Projects orchestrated in Miami. They hope to curate a benefit show every year in order to raise money for a select cause. This year their charitable event will impact education reform.

The Hole's next show, opening November 4th, is a long-anticipated collaboration between Dearthaindrop, a Virginia-based artist collective that creates exuberantly colorful installations, and Kenny Scharf, whose cartoonish paintings first brought him to prominence in 1980s downtown New York.

The ability to collaborate with artists operating in different modes - from drawing, painting, and video to performance and music - is part of what Coleman and Grayson love about having their own gallery. It's also what's setting The Hole apart. "There's something really exciting in the art world right now," says Grayson. "Underground and emerging artists are doing all of this interdisciplinary activity. If you want to reflect what's really happening, you have to cover these bases too. The Hole, with its newborn energy, is working to cover all the bases one gallery can.

