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Carlo Zanni: The Sandman and other projects from Mars at Paul Young Gallery

DI DIANA GADALDI | FOCUS ON THE WEST COAST

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On November 14th, [Young Projects Gallery](#) in Los Angeles hosted an exclusive one-day sale event featuring the work of some thirty new media artists from around the world. Because of the exceptional success of the initiative, however, the gallery not only announced the extension of the sale at least until the opening of the next show on December 13th, it even considers to develop it into a long-term project curated alongside regular gallery shows.

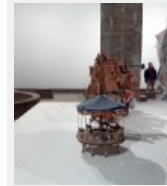
Located in the prestigious Pacific Design Center in West Hollywood, Young Project Gallery—a 8,000 sq. ft. versatile project space—serves both as an exhibitions platform for video artists and a laboratory for moving image experiments. Its owner, the acclaimed curator, filmmaker, and journalist Paul Young—the author of *Art Cinema* (Taschen, 2009)—, dedicated his entire career to the investigation and the promotion of video and moving image design as a consistent art practice. **Thanks to its high-quality exhibition program and persistent advocacy efforts, Young Projects Gallery is today the most important catalyst for video art on the West Coast. Moreover, it is one of the very few spaces in the world to be devoted exclusively to the circulation of an artistic medium whose commercialization—unlike its appreciation—is still scarcely widespread.**



The Pacific Design Center in West Hollywood, Los Angeles, CA, home to the Young Projects Gallery. Photo © Young Project Gallery

By means of this special sale event, Paul Young intends to offer young and established video artists an actual platform to sell their mostly digitally supported creations as they were “traditional” art products such as paintings, fashion design, books, or music. For this purpose, he selected works that would appear in the form of or in combination with an actual object, such as a print, a sculpture, or a publication.

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