

# rachel uffner

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## Six Wild, Western Projects at L.A.'s Least Stuffiest Art Fair

By RACHEL CORBETTJAN. 29, 2016



The Paramount Ranch art fair in Los Angeles is a decidedly less staid affair than some of its contemporaries. Clockwise from left: bronze farm animals leashed to key chains from the Chicago sculptor Mindy Rose Schwartz; a rock sourced from Quartzsite, Ariz., by the artist Andrea Zittel and reimagined by the artist Emily Mast; the grounds where the fair are held (a onetime Western film set).

Clockwise from left: courtesy of the artist and Queer Thoughts, NY; courtesy of High Desert Test Sites; courtesy of Kai Matsumiya.

Art fairs, typically housed in convention centers and white tents, are rarely wild and woolly affairs. But as the art industry flies southwest this winter for its fair season — anchored in Art Los Angeles Contemporary, held at the Barker Hanger, and Photo LA, at the LA Mart downtown — they will find an exception to this rule at Paramount Ranch. Situated in the Santa Monica Mountains just north of Malibu, the three-year-old event takes place on the eponymous Western film set that served as the backdrop for such horse operas as “Gunfight at the OK Corral” and “Gunsmoke.”

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“It engages in capitalism enough to go through the motions” of an art fair, says co-founder Pentti Monkkonen. “But it’s more an enactment because it’s on a set. Even though works do get sold, and there’s a ritual everybody knows, hopefully people make light of it and tease out the fun parts.” Indeed, many of this year’s exhibitors are doing just that by presenting works that play on the setting’s Wild West theme. Here are a few of the highlights.

## **Painted Rock Auction**

The artist [Andrea Zittel](#) sourced thousands of gems and minerals from Quartzsite, the Arizona border town known for its world-class rock show, to hold her own mineral expo at Paramount Ranch. Dozens of artists, including Pam Lins, Ry Rocklin, Jim Drain, Allan McCollum and Zittel herself painted or otherwise altered stones, which will be sold at a silent auction behind the barn to benefit her Joshua Tree nonprofit, [High Desert Test Sites](#). To see the rocks, priced between \$1 and \$100, see the Instagram hashtag [#hdtpaintedrockauction](#).