

## ARTnews

## ARTTALK

## Thinking Small

Art consultant **Chrissy Crawford** charged through the crowd at Salon 94 on the Lower East Side, accompanied by a group of children. It was the preview party for her latest venture, Little Collector, an online gallery and art education website that sells affordable, child-friendly works by leading artists. While several online stores offer art selections aimed at youngsters,

plain their works, and she introduced them to her prospective customers. "I'm actually more nervous about talking to kids than I am to adults," Essenhig said, standing next to *Green Goddess II*, her print of a billowing deity moving through the woods.

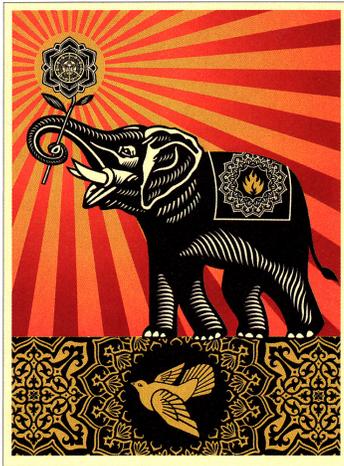
Crawford assembled a few children around Levinthal, who had provided a series of photographs of a toy Ferris wheel. "David, do you want to tell them how you made that photo?" Crawford said.

As the photographer talked, a curly-haired girl tapped the bottom of the vintage Ferris wheel that the artist brought along for demonstration purposes, asking: "What is this for?" Levinthal tried to explain to her that it is a 90-year-old toy, but the girl had other concerns. The wound-up wheel was losing steam. "It's

gonna stop!" she shrieked.

Meanwhile, parents were choosing artworks for their kids. Around 25 works were purchased on the spot, Crawford said, including Essenhig's goddess picture and several of California artist **Matthew Carden's** prints of toy cars parked in front of fast-food joints.

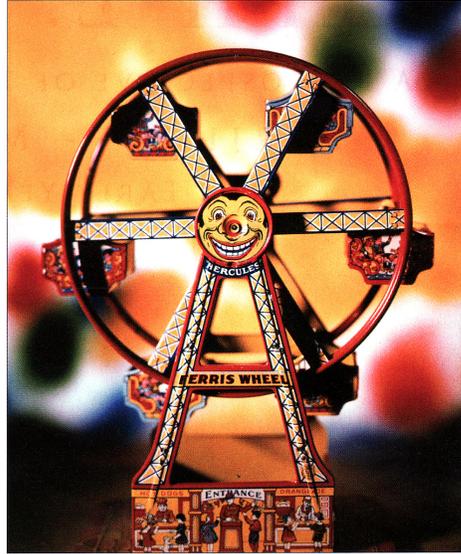
As the party came to a close, Carden's five-year-old daughter Claire sat cross-legged on the floor, reading a book. She was the only child who was still wearing her colorful chain necklaces made



Shepard Fairey's  
*Obey Elephant*, 2009.

Crawford's virtual gallery may be the first site devoted solely to contemporary art for children.

Colorful gift bags lined the reception area, and limited-edition prints (priced from \$40 to \$250, unframed) by **Inka Essenhig**, **David Levinthal**, **Julie Heffernan**, **Shepard Fairey**, **Kenny Scharf**, and others filled the gallery's walls. "We wanted to keep the prices, the material, and the work all very accessible for kids," Crawford said. She invited the artists to come and ex-



David Levinthal's  
*Untitled*, 2007, from the photo series "Coney Island."

earlier in the day at **Dana Lorenz's** jewelry table. When asked which art piece was her favorite, she pointed to **Jason**

**Middlebrook's** *Black Capped Chickadee*. "It's plain and colorful," she said. "And I like birds." —**Nana Asfour**



*Space Happy*,  
1987, by Kenny Scharf.