

K.

Wong Kit Yi: *North Pole Futures*  
April 12–May 3, 2015  
K. 334 Broome Street

Opening reception: Sunday, April 12, 7–9pm

K. is pleased to announce *North Pole Futures*, a solo exhibition by Hong Kong / New York-based artist Wong Kit Yi. For the duration of the show, Ali Wong, investment manager for Wong Kit Yi, offers intrepid collectors a chance to commission a custom-made work, which will be created by the artist this fall on a sailing expedition to the North Pole.

Prospective patrons may choose three elements out of Wong's lists: a date, a color, and a weird word. These three terms will be combined together in a photographic, sculptural, performative, or painterly manner in the Arctic. The price of each work is generated by a complex calculation that factors together weather conditions, sun cover, moon illumination, and randomized variables; this determines both the artwork price and a percentage of the sale that will be donated to a nonprofit organization of the artist's choosing. Patrons thus become co-producers, fellow adventurers, speculative investors, and inadvertent philanthropists all at once.

The exhibition features texts, objects, and time-based works. Video interviews with select experts — including an art dealer, a commodities trader, a pawnbroker, and a fishmonger — consider the nature and techniques of valuation and pricing. The exhibition also includes a publication and website [wongfutures.com](http://wongfutures.com) for contracting the artworks.

There are only a limited number of contracts for sale, so don't wait to invest in the future now.

Wong Kit Yi is an artist based in Hong Kong and New York. Recent projects have appeared in the exhibitions *Regarding Lightness: On Life's Way*, Oil Street Art Space, Hong Kong (2015); *Bringing the World into the World*, Queens Museum, NY (2014); *The Ceiling Should Be Green*, PI, NY (2013); and *EXCHANGE*, School 33 Art Center, Baltimore, MD (2013). Wong's work has been reviewed in *The New York Times*, *Art in America*, *ChinaDaily*, *Asian Art News*, *Time Out Hong Kong*, and *South China Morning Post*. She holds an MFA from Yale University.

Wong Kit Yi (with Ali Wong) would like to thank  
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334 BROOME ST  
NEW YORK NY 10002  
+1 212 334 5200  
INFO@K-PERIOD.COM  
@K\_PERIOD\_NYC

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K. is a new gallery taking over the P! storefront at 334 Broome Street. From March through July 2015, K. inhabits the renovated Lower East Side space. Collapsing the timeframe of the four-week gallery show with that of the four-day art fair, K. presents an accelerated schedule of two- and three-week long exhibitions. Featuring artists Real Flow, Aaron Gemmill, Mathew Hale, Michal Helfman, Matthew Schrader, Wong Kit Yi, and others, the exhibition cycle examines critical questions of economic systems and the production of value in a new context. Gallery architecture by Leong Leong functions as an open white cube for the condensed five month schedule of shows. A hybrid physical/virtual publication edited by Sarah Demeuse and Sarah Hromack launches at the conclusion of K..

#### EXHIBITION PROGRAM

March 1–15	<i>Real Flow</i>
March 22–April 5	Aaron Gemmill and Matthew Schrader: <i>Tactile Pose</i>
April 12–May 3	Wong Kit Yi: <i>North Pole Futures</i>
May 10–31	Mathew Hale
June 14–July 2	Michal Helfman
July 13–31	<i>Egress</i> , organized by Sarah Hromack

For more information, contact Prem Krishnamurthy at  
prem@k-period.com or +1 917 496 9072.

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natural cork company, and Knoll.

334 BROOME ST  
NEW YORK NY 10002  
+1 212 334 5200  
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@K-PERIOD\_NYC