

MANN REPORT

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L&L Holding Co., Standard Arts Partner for Exhibition at 200 Fifth Avenue



L&L Holding Company and design curatorial firm Standard Arts have partners to create the next installation in the company's ongoing, public art exhibition series at 200 Fifth Avenue, with some works referencing its past life as the International Toy Center.

The exhibition, Pixel Garden by multimedia artist Gustavo Prado, will be displayed in both the lobby and in two street-level window cases at the 800,000 square-foot office building through spring 2020.

Prado, who has shown his work in solo and gallery shows in New York and across Latin America, employs sculpture, performance, photography and video in his artwork. This latest exhibition combines two of Prado's signature art creations — pixelated close-up portraits of iconic characters and industrial mirror and scaffold sculptures.

The partnership with Standard Arts is the latest major installation at L&L's 200 Fifth Avenue since the building's rotating series of exhibitions launched in 2016. Other featured artists in the series have included sculptor John Newman, Uprise Art artists Christina Watka and Rachel Mica Weiss, award-winning photographer Claire Rosen, and visual artist and multi-disciplinary illustrator David McLeod.