

# THE MERCHANT HOUSE ANDRÉ DE JONG REVIEWED BY HYPERALLERGIC.COM

## HYPERALLERGIC

Sensitive to Art & its Discontents

As part of the frenzy of Frieze Week, Zürcher Gallery is hosting Salon Zürcher, a more intimate fair featuring both emerging and established artists. In its tenth edition, the Salon once again positions itself in opposition to the other large-scale, superstore-style fairs and offers a two-room gallery filled with unique and thoughtfully curated pieces. Six galleries are present: Galerie L'Inlassable, Galerie Mathias Coullaud, and Galerie Isabelle Gounod from Paris; Cathouse FUNeral from Brooklyn; Amsterdam outfit The Merchant House; and hosts Zürcher Gallery. Below, I've collected some of the highlights. (...)

For each of her pieces in "The Folds Series," André De Jong spends years building the thickness of the paper through successive applications of ink, gesso, and charcoal. When the paper is ready, he shapes it, folding it to produce cracks and reveal the white paper underneath the color. The folds read as expressive, white chalky lines, producing sculptural drawings, and as De Jong told The Parool, "The destructive act [of the fold] is necessary to infuse life into these works. A remarkable thing about this type of object is that it retains the traces of this act, and that they are in fact decisive in determining its beauty."

Form, as articulated through the handling of paper, is essential to De Jong's cracked paper just as it is to Barcelo's translucent drawings, while Rondepierre and Sakhaeifar grapple with the production and dissemination of the digital image. With these pieces, the ones that stood out to me at Salon Zürcher, the viewer can leave an art fair having contemplated the act of artistic creation.

<http://hyperallergic.com/206607/close-readings-from-a-cozy-art-fair/>



André De Jong, "Noir/The Folds Series" (2014), ink, charcoal on 300g paper (courtesy The Merchant House)



André De Jong, "Rosa-noir/The Folds Series" (2014), ink, gesso, chalk on 300g paper (courtesy The Merchant House)

A modern take on the Amsterdam tradition of a merchant  
A playful mix of life and commerce  
A radical shift in showcasing contemporary art  
Art space founded by Marsha Plotnitsky in 2012

**The Merchant House**  
Herengracht 254  
1016 BV Amsterdam  
The Netherlands

**Open:**  
Every Friday from  
12:00–19:30 and  
by appointment