

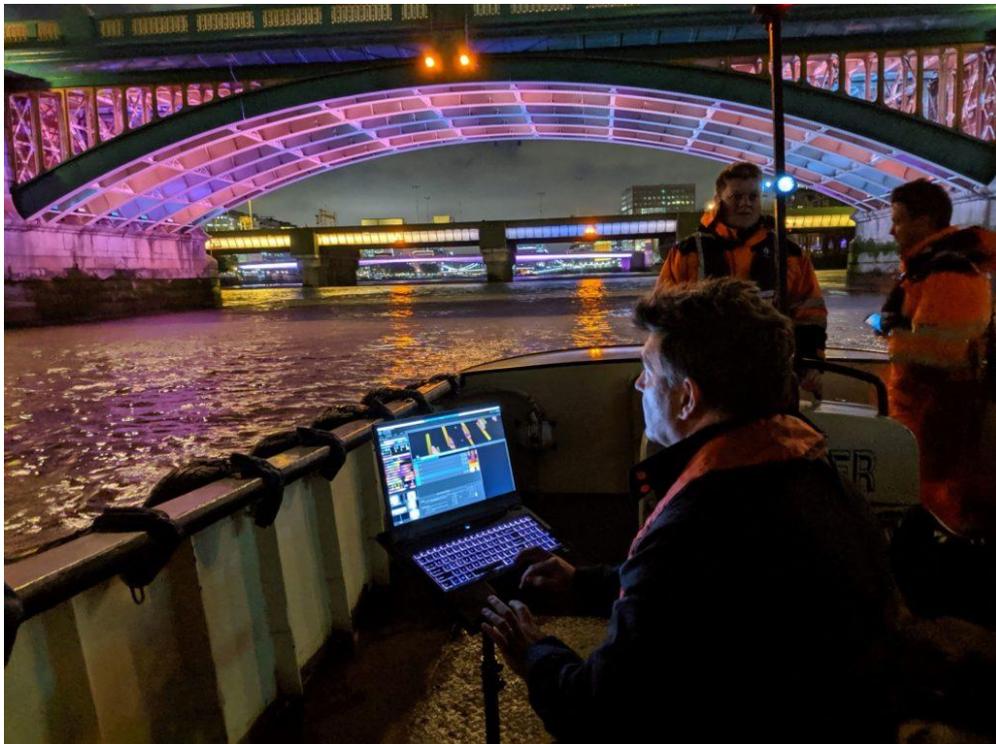
AUTHENTICATION
IN ART

artnet®

Pace Gallery Is Launching PaceX, a New Initiative to Promote Art and Tech Projects

Christy MacLear, who recently served as vice chairman of Sotheby's advisory arm, will lead the new initiative.

Taylor Dafoe, August 13, 2019



Pace artist Leo Villareal working on *Illuminated River*. Copyright Illuminated River.

Though the opening of Pace Gallery's new \$100 million, eight-story New York headquarters is still weeks away, the gallery is already dominating headlines. In the last two months alone, the gallery has added artists Jo Baer and Sam Gilliam to its roster, signed on former Cheim & Read partner Adam Sheffer as a vice president, and poached former Hirshhorn curator Mark Beasley to head up its new "Pace Live" enterprise.

Now, Pace is at it again. Today, the mega-gallery announced the launch PaceX, a new initiative to support projects at the intersection of art and technology.

In an interview with ARTnews, which first reported the story, Pace's president and CEO Marc Glimcher noted a lack of infrastructure at the gallery level for tech-minded artists. "In what way is the gallery model equipped to support these artists in the way it supports painters and sculptors?" Glimcher asked.



Christy MacLear. Courtesy Sotheby's.

Christy MacLear, who recently served as vice chairman of Sotheby's Art Agency, Partners, has been tapped to lead Pace's new program. The director left her role at the auction house's advisory arm last summer after only 18 months. Prior to that, she served for 6 years at the Robert Rauschenberg Foundation, where she was the organization's first CEO.

"It appeals to the start-up risk-taker in me," MacLear told *ARTnews*. "I'm excited about this role because it is where artists are pioneering the future." Asked what kind of projects PaceX will take on, MacLear said, "Bold ones. Projects which match the issues like climate change or social justice that drive artists to new tools and canvases, such as cities or immersive spaces."

Mollie Dent-Brocklehurst, a director at the gallery, has been promoted to chief creative officer of the initiative, while Kathleen Forde will join as PaceX's inaugural curator of experiential art.