

PROXIMITY

CLEVELAND IS IN PROXIMITY *By Robert Maschke, AIA*

BETH WHALLEY AND ALEX KELLY PROVIDE GREAT ART IN PROXIMITY GALLERY

With a vision to create a place where there is a level of comfortability amongst artists, patrons, and visitors when they stop by, artists Beth Whalley and Alex Kelly look to welcome you to Proximity gallery, the front room of their home located at 1667 East 40th Street in Cleveland's St. Clair/Superior neighborhood.

The gallery not only acts as an extension of Whalley and Kelly's studio/residence, but of their personalities as well. Housed in the newly renovated Loftworks Building—a pleasantly repurposed live-work warehouse building now home to residents and businesses—Proximity Gallery occupies a first floor storefront facing East 40th Street. It's easily accessible, with surface and street parking to accommodate. The space is deliberately raw and sparse, but sets up well for displaying a diverse range of artists' paintings, sculpture, installations, and talks.

Whalley, a fiber artist and Kelly, a fine artist met as students at the Cleveland Institute of Art and looked to pursue an opportunity to establish an art gallery. Poised to relocate from Cleveland to new challenges and opportunities in Portland, Oregon, a serendipitous opportunity to occupy their current gallery and home space kept them from moving.

Proximity opened in July 2010. Whalley and Kelly wanted to create a focus of emerging artists with the blending of more established

ones (such as Royden Watson and Michael Levy, both of whom have exhibited during the inaugural year). The mix has quickly established Proximity as a capable destination gallery.

Open to the public, Proximity shows four to five exhibitions per year with art openings on Fridays from 6:00PM to 10:00PM with regular hours Saturday and Sunday from Noon to 4:00PM or by appointment while the shows are being presented. During openings, beer and wine are provided within the gallery, and the vibrant Cleveland food trucks mobilize out front to offer a variety of dining choices.

The current schedule of 2012 exhibitions has not been finalized, but is available at the gallery's website. Cash, check and major credit cards are accepted for payment.

Proximity emphasizes that there is not an established agenda for the gallery, just a passion to display and sell high quality work that Whalley and Kelly enjoy while expanding their reach. They

plan to continue showing more established artists blended with their consistent display of local, talented emerging artists. With this approach, the gallery looks to become another established arts anchor in the evolving St Clair/Superior neighborhood.

Robert Maschke, AIA is managing director of 1point618 and principal of Robert Maschke Architects



PHOTO: BETH WHALLEY

Location 1667 E 40th Street, Suite 1A, Cleveland
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Web www.proximitycleveland.com
Email info@proximitycleveland.com
Facebook Proximity Cleveland

GALLERY HOURS

Saturday & Sunday: 12-4pm (during exhibition dates)
Additional hours by appointment

A BRIEF HISTORY

Proximity opened in July 2010, launched by artists Alex Kelly and Beth Whalley. In early 2010 they were looking to find a new apartment and learned that the storefront and adjacent living space in the Loftworks building was available. After a few years toying with the idea of opening an art gallery they decided that this was more than mere coincidence, so they acquired the space and started the gallery. Their most significant shows so far have been solo exhibitions of two established Cleveland artists: Mere Witness: Photographs by Michael Levy in June 2011 and So - Recent Works by Royden Watson in September 2011. The gallery has shown a variety of mediums: drawing, painting, photography, printmaking, textiles, and sculpture.

MISSION

Proximity is a "gallery without an agenda" that aims to show significant works of art in all mediums by both up-and-coming and established artists.

UPCOMING SHOWS

2012 shows to be announced

check www.proximitycleveland.com in early 2012 for a schedule.

Proximity gallery.