LEILA HELLER GALLERY.

Wallace-Thompson, Anna. "Can Dubai's Alserkal Avenue Point the Way Forward for the Gulf's Art Scene?" Artspace. (August 26, 2015).

Artspace
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Can Dubai's Alserkal Avenue Point the Way Forward for the Gulf's Art Scene?

By Anna Wallace-Thompson
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EXPANSION

A view of Alserkal Avenue currently

This November Alserkal will officially inaugurate its expansion, adding 76,200 square meters to effectively double its size. The additions include a 3,353-square-meter events center, new spaces for rent, and an outdoor courtyard known as the Yard that's designed to host artist performances, talks, and campus-style meetings.

Newcomers include New York's Leila Heller Gallery, which will open a branch in Alserkal with a program of contemporary Western and Middle Eastern artists, and Stephane Custot Gallery, which is opening with an exhibition of works by Marc Quinn; a community black-box theater, the Junction,
will move in too. Others are joining the fold, such as existing community arts space thejamjar.
Meanwhile, the neighborhood veteran Third Line is moving from its existing space across the street into a new one within the Avenue.

Alserkal mixes local and global artists—and new and older art—with a DIY entrepreneurial spirit. Its manifold programs and personalities point a way forward for Gulf art, dismantling clichés about the region’s art scene while burrowing deep to form local roots.