

# Fringe artists at the forefront

## ART

### SIMON PLANT

#### NOTFAIR 2010

79 Stephenson St, Richmond.  
Thurs 11am-5pm, Fri  
noon-8pm, Sat 11am-7pm  
Sun 11am-5pm.

**H**AVING won both the 2010 Archibald and Wynne prizes, you might think Sam Leach would enter Melbourne's newest contemporary art exhibition ... and hope to chalk up another win.

"No, my role is strictly curatorial," the 37-year-old Melbourne artist says of NOTFAIR 2010, opening this week.

Leach, fellow artist Tony Lloyd and critic Ashley Crawford are the driving forces behind this innovative event which showcases "exciting artworks" by "talented Australian artists" who — in their opinion — are undervalued or under-represented.

The selection criteria signals just how open-minded NOTFAIR will be. Leach explains: "We harassed and spammed curators and critics around the country to suggest artists who matched our vague criteria. Then we sat down and went through the several hundred results.

"The idea was a three-by-three vote, which ended up being a surprisingly painless approach."



**Searching:** artists and curators Tony Lloyd and Sam Leach.

Emerging artists taking part in NOTFAIR get 90 per cent of funds generated and are vying for new art awards valued at \$25,000. One of them, the \$15,000 Arkley Prize, honours the late, much-loved Melbourne artist Howard Arkley.

NOTFAIR 2010 coincides, of course, with the 2010 Melbourne Art Fair opening on Wednesday. But far from viewing that

giant art carnival as competition, Leach regards this "humbler affair" in the backstreets of Richmond as a "satellite".

"Brilliant work by undervalued artists, that's what we've gone looking for," Leach says.

So while Akira Akira or Jordan Marani or Camilla Tadich are not household names, they could well break through to some fame in days ahead.