

# Painter's rebel yell in support of the next big thing



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**NotFair curators Tony Lloyd, left, Sam Leach and Ashley Crawford at an art studio in Melbourne's Prahran**

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PAINTER Sam Leach appears to be making mischief again.

The artist who in March collected both the Archibald and Wynne prizes, the latter with an artwork found to be copied from a Dutch master, is preparing to stage a showcase for overlooked artists. Leach, fellow artist Tony Lloyd and writer Ashley Crawford have curated a show they're calling NotFair, to be held alongside the behemoth biennial Melbourne Art Fair.

They have made a promotional video in the grounds of the Royal Exhibition Building where

Art Fair is to be held. It looks for all the world as if the trio is playing the outsider card, which is bizarre since Lloyd and Leach have exhibited at Art Fair many times.

Lloyd's Hill Smith Gallery will show his artworks there again this year.

"I don't think we look like we're locked out," he said.

Their aim of showing under-appreciated artists in the shadow of Australia's biggest art event, however, has benefited from the counter-culture vibe.

"It is catchy and it is working for us," Lloyd said.

The controversy Leach attracted this year — when his painting, *Proposal for landscaped cosmos*, was found to closely

resemble Adam Pynacker's *Boatmen Moored on a Lake Shore* — has also boosted NotFair's stakes.

"That hasn't hurt," Lloyd said.

Bronwyn Johnson, chief executive of the not-for-profit Melbourne Art Fair, is disappointed by the trio's guerilla antics but said "there's room for all of us".

Artists will cover their own costs but then stand to reap 90 per cent of the sale price, with the rest of the funds going to cover the cost of the show. That curatorial structure should appeal to buyers in an art market where collectors are always on the hunt for the next big thing.

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