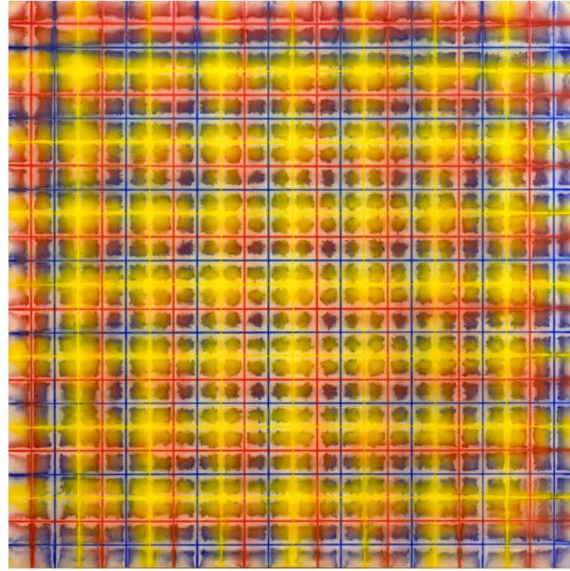


storage

Then & Now: 1970–2024

JEFF WAY

September 6th - October 5th, 2024



Jeff Way, *Primary Variations 5*, 1973
Pigment and acrylic medium on canvas, 72 x 72 in.

Storage is pleased to present *Then & Now: 1970 - 2024*, a solo exhibition by **Jeff Way (b. 1942)**. *Then & Now: 1970 - 2024* traces the evolution of Jeff Way's abstract work from the past to the present. Deeply focused on engagement with grid abstraction and spiritualism, Way distills qualities from West Coast and East Coast abstractionists alike. His work occupies a unique position alongside Agnes Martin, Mark Rothko, McArthur Binion, and Jack Whitten, who similarly share a profound connection to the exploration of geometric forms, grids, and their metaphysical implications.

Jeff Way has lived and worked in Tribeca, New York City, for over fifty years. He gained significant recognition in 1973 when Marcia Tucker selected his work for the Whitney Museum's first official Biennial, which was followed by his solo exhibition at the museum in 1974. Way's work *Ivy's Gas*, gifted by Larry Aldrich, remains part of their permanent collection.

Now, Storage is pleased to feature Way's new and historical works that illuminate duality and abstraction of the grid. The exhibition displays a striking contrast between flatness and depth in Way's paintings and the processes he uses to achieve them. Way's abstract practice is deeply rooted in the grid, a motif he explored in the late 1960s, beginning with his *Chalk Line Painting* series. These early works are constructed using raw pigment snapped onto the canvas in single lines, layering to form dimensional shapes. This series reflects techniques he has honed, reducing painting to its most elemental form.

storage

In his most recent series, *Eccentric Squares*, Way returns to his exploration of the grid but introduces newer elements that highlight a dynamic and unconventional approach. These paintings, composed again with his distinctive lines, use intersecting colors to create bold, de-centered squares. The result is an immediate dichotomy between the flatness of the surface and the depth of colors and forms within the constructed grid. Way likens his colored lines to musical notes—a fundamental unit of sensory communication—through which he creates harmony, dissonance, and rhythm.

Unlike the rigid, centered grids of his predecessors, Way's grids are eccentric and fluid, offering a fresh perspective on abstract painting within the downtown New York art scene of the 1960s and beyond. By decentralizing the linear and geometric forms canonized by artists like Piet Mondrian and Sol Lewitt, Way's work challenges conventional expectations and invites viewers to reconsider the role of grids in abstract compositions. His paintings emerge as living, breathing elements that carry the weight of decades of artistic research and experimentation.

Then & Now: 1970–2024 will be on view from September 6th through October 5th, 2024, at Storage, located on the fourth floor of 52 Walker Street, Tribeca, NY. The opening reception will take place from 6–8pm EST on September 6th. This exhibition reaffirms Storage's mission to honor the legacies of intergenerational artists like Jeff Way, whose work continues to inspire and challenge the boundaries of contemporary art.

About Jeff Way

Jeff Way (b. 1942) has lived and worked in the Tribeca neighborhood of New York City since 1969. After his arrival in New York, Way was featured in the Whitney Museum of American Art at their 1973 Biennial curated by Marcia Tucker, and again the following year in a solo exhibition. Since then, Way's work has been included in various exhibitions at the Contemporary Arts Museum (Houston, TX), the New Museum of Contemporary Art (New York, NY), the Institute of Contemporary Art (Philadelphia, PA), as well as other museums and galleries. Way's works have been added to the permanent collections of the Whitney Museum through a gift by Larry Aldrich, the Philadelphia Museum of Art, Denver Art Museum, the New Museum of Contemporary Art, and the Cincinnati Art Museum.

About Storage

Storage is an artist-run gallery founded by Onyedika Chuke on the ideals of community, discovery, and connoisseurship. With locations in Tribeca and with a viewing room on the Bowery, Storage acts as an archive of makers that work in a range of materials and come from a wide demographic background. Half of the roster is dedicated to reinvigorating the careers of artists of historical prominence, while the other half focuses on nurturing rising artists. With a strong focus on art by women and people of color, Chuke guides Storage's nontraditional approach to community building, commerce, and mutual aid. Furthermore, Storage hosts Application Readiness Technique (ART), a mentorship program for young artists and arts professionals.