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GEMINI G.E.L. AT JONI MOISANT WEYL

## *The Paula Cooper Effect*

March 5 – May 22, 2026

Reception: March 5, 2026 6-8pm

This exhibition celebrates four decades of our gallery's vital relationship with Paula Cooper and our own history of presenting editions made at Gemini G.E.L. by her artists, including **Jonathan Borofsky, Cecily Brown, Sophie Calle, Mark Di Suvero, Robert Gober, Donald Judd, Elizabeth Murray, Claes Oldenburg** and **Joel Shapiro**.

The artistic endeavors of these extraordinary artists have been nurtured and shepherded by Paula throughout her legendary career as a gallerist. Beginning with her first exhibition space in Soho in 1968, Paula immediately blazed a trail with some of the most avant exhibitions the New York art world has ever seen, with an eclectic roster of artists that now are in virtually every major collection worldwide.

Both personally and professionally, Paula Cooper has been an inspiration ever since our gallery's inception in 1984. Of the roughly 70 artists with whom Gemini G.E.L. has made editions, Paula Cooper Gallery has represented and enhanced the careers of 9 of them, which is a remarkable number, second only to Leo Castelli Gallery. And it was this fact – as Gemini embarked on working with Paula Cooper artists in the 1980s – that was, in part, responsible for the establishment of our gallery. It was the expansion of Gemini's roster of artists beyond the graphic branch of Castelli Gallery in New York, and thus the necessity to develop representation of Gemini's editions in the tri-state area, that gave birth to our gallery over 40 years ago.

Gemini G.E.L. at Joni Moisant Weyl began in a by-appointment loft space on Crosby Street, followed by a relocation to West Broadway in the heart of Soho during the years 1990 to 2000. In January 2007, after six years in midtown, the gallery moved to 980 Madison, where it remained until July 2011. Responding to our unexpected and urgent need to relocate, Paula stepped in, graciously offering us her gem of a project space on 23<sup>rd</sup> Street while we awaited the construction of our new space in Chelsea, thereby allowing our gallery a seamless relocation.

Like Gemini, Paula Cooper Gallery has been more than merely a commercial enterprise as it played a larger, active role in the creative community, hosting numerous non-profit and political activities as well as a deep engagement with poetry, dance and musical performances by artists such as Philip Glass, Steve Reich, Bill T. Jones and Lucinda Childs. Moreover, a common aesthetic and philosophical thread exists between Paula Cooper Gallery and Gemini, in the way each has nurtured artists, giving them total creative freedom to make and exhibit whatever they want without prioritization of profit. Paula is the rare dealer who has supported her artists making editions, frequently including Gemini's publications in her exhibitions and collaborating with us in ours, erasing the superficial hierarchy of medium. The philosophy of Gemini's co-founder Sidney B. Felsen was always, "You have to run Gemini like a business, but you can't run it like a business," and Paula's approach to running a gallery has been virtually identical. Paula has said, "In the art world, there's always a fence you're on; one side is money and one side is art." Paula has forever taken the high road and chosen Art.

For inquiries and further information, contact Chris Santa Maria, Director, at [gemini@joniweyl.com](mailto:gemini@joniweyl.com) 212.249.3324 or visit [www.joniweyl.com](http://www.joniweyl.com) Gallery Hours: 10am-6pm, Tuesday-Saturday.