

PRESS RELEASE

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Gitler & _____ *PUSHCART BOOKS*

Open through July 26, 2017

Hours: Saturday-Sunday, 12-6 PM; Monday-Wednesday, 2-7 PM



(June 14, 2017) Gitler & _____ founder Avi Gitler presents *Pushcart Books*, a temporary installation comprising nearly 3,500 used books, all of which are for sale to the public, pay what you wish. *Pushcart* will be complemented by a selection of new and previously exhibited works by gallery artists, with intermittent readings and music performances held at the makeshift bookstore throughout its run. The small independent bookstore is a point of refuge and respite that many can relate to, as is the sense of loss that comes from seeing those shops shutter. *Pushcart Books* will close on July 26, 2017.

Books are Gitler's birthright, in a sense. In the 1950s, his father, while growing up in the Inwood section of Manhattan, would walk to the library with his pushcart and check out a new collection of books. "I was raised by voracious readers," says Gitler. "My dad would average five books a week, which sounds like a lot but at the time was something my family considered normal, a form of leisure."

The egalitarianism of the public library is Gitler's model for *Pushcart*; his inspiration is the familial bond of books and the warmth one derives from his neighborhood used bookstore, its proprietor always at the ready with an opinion about something, anything, upon request. Since opening in 2014, Gitler & _____ has set out to be a community resource and gathering place; in addition to regular solo and group exhibitions, the gallery has held impromptu concerts and karaoke nights, served as the nerve center of the Audubon Mural Project, and now can add popup bookstore to its repertoire.

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Gitler & _____ is located at 3629 Broadway in Hamilton Heights, NYC. The gallery is dedicated to showcasing rising artists from around the world. For more info visit www.gitlerand.com

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