

News, Quotes, Companies, Videos

Saturday, December 31, 2011 As of 12:00 AM New York 43°|25°

NEW YORK REGION

GET 8 WEEKS FREE SUBSCRIBE NOW!

[▶ THE PRINT JOURNAL](#)

[▶ THE ONLINE JOURNAL](#)

U.S. Edition Home Today's Paper Video Blogs Journal Community

Subscribe Log In

World U.S. **New York** Business Markets Tech Personal Finance Life & Culture Opinion Careers Real Estate Small Business

News Sports Culture Real Estate

TOP STORIES IN New York



The Case of the Sherlock Convention



Police Hunt for Suspect in Bomb Spree



City's Best Jazz Moments



WI Me Pr

NY REGION | DECEMBER 31, 2011

Moishe's Moves Into the Arts

Article

Slideshow

Comments

MORE IN NEW YORK >

Email

Print

Save

Like

2

0

Tweet

27

By ALLISON LICHTER

Behind heavy metal doors at an old tobacco factory on Newark Avenue in Jersey City, portraits by the artist Chuck Close—of Hillary Clinton, of the composer Philip Glass—hang on pristine white walls.

Photos: A Home for Artists and Collectors



View Slideshow

Rob Bennett for The Wall Street Journal

Rudy Serra in Mana Contemporary's climate-controlled managed storage area.

Inside the warehouse is a honeycomb of art activity in a space designed with the cool aesthetic of a Chelsea gallery: storage, framing, restoration, galleries, supply stores. The facility holds dozens of artists' studios, and there are plans for a restaurant, dance space and recording studios.

Mana Contemporary is the newest offshoot of Moishe's Moving and Storage. Eugene Lemay, the moving company's 51-year-old president and chief executive, acknowledges that it isn't an obvious match.

"Movers don't understand anything about art," he said. "Everything is an item for them. For example, if you have a piece of art and they see it's a chalkboard like Sol Lewitt, they'll erase it to try to clean it up to do the client a favor."

The city is home to a number of companies that move priceless objects between studios, galleries and collectors' homes. But for Mr. Lemay, developing a full-service arts center is a way to avoid becoming just "another moving company that specializes in art."

It's also a way to grab new business: Create a home for working artists and a place where collectors can attend lectures, gallery openings and studio visits, and perhaps those collectors will become patrons for art-storage and management services as well.



Rob Bennett for The Wall Street Journal

Workers in the art intake area

"You can't get to collectors. They hide," Mr. Lemay said. "You can't knock on someone's door and say, 'Hello, I know you're a collector, can I store your art?' So how do you get them? One way was we create artists' studios here. We had artists bring their collectors. Let them see what they do here."

Mana Contemporary, named after Moishe's founder, is already Jersey City's largest arts center. It is currently

Let's build a smarter planet.

Find out how. ▶



Available to WSJ.com Subscribers



On Top in Iowa: Romney and Paul



How MF Global Was Undone

Dow Ends Year of Tumult Up 6%

Top investors stumble, but a strong fourth quarter pushes blue chips into the black. Meanwhile, the S&P 500 ends the year almost exactly where it started.



Crisis Over Euro Pits Leader Against Leader

Get your 8 week risk free trial

SUBSCRIBE NOW

Most Popular

Read Emailed Video Commented

1. Secrets of the Operating Room
2. Venezuela Seen Getting Off 'Lightly' In Exxon Payment
3. Iran Produces Nuclear Rod

accessible to visitors by appointment only, and will officially open in March. Mr. Lemay said it has already cost between \$4 million and \$6 million to transform the 500,000-square-foot space.

Mr. Lemay isn't doing it alone. Yigal Ozeri, a voluble Israeli painter with a penchant for cowboy boots, has worked with him to bring artists and events into the space. Mr. Ozeri's exuberance mixes well with Mr. Lemay's composed, business-like bearing.

"I brought all my connections, all the people I know, and I put them together," Mr. Ozeri said. "It's like a whole city in one building."

In its first phase, Mana Contemporary has filled 23 studios with established artists who already have gallery representation. The average studio is about 2,000 square feet, for which artists pay a \$2-per-square-foot monthly rent.

Doug Argue, a painter, is currently preparing for an upcoming show in his large, light-filled studio. He found Mana through a friend of a photographer who also uses the space.

"Spaces like this don't exist in Queens or Brooklyn," Mr. Argue said.

Another 20 artists have committed to moving into studios in March. In April, the contemporary-dance group Shen Wei Dance Arts will share rent-free rehearsal space with Armitage Gone! Dance Company.



Rob Bennett for The Wall Street Journal
Art in Mana's parking lot

Mr. Lemay said the next phase will introduce emerging artists into the mix. "Young artists, no one talks to them," he said. Studio rents for these artists will be \$1 per square foot.

A photographer and video artist himself, Mr. Lemay uses one of the studios for his own work. He is an Israeli who was born to an Arab-Catholic family in Detroit. His parents converted to Judaism in 1969 and moved the entire family—Mr. Lemay has

13 brothers and sisters—to Israel.

When Mr. Lemay returned to the U.S. in 1983, he started working with a young Israeli mover named Moishe Mana. As he rose in the company, Mr. Lemay led Moishe's expansion beyond household and office moving and storage and into niches such as documents and wines.

Mr. Lemay said some of Moishe's moving techniques, including using bar codes to track inventory, are being deployed at Mana Contemporary. He said he developed special nylon packaging to protect sensitive materials in the new facility.

The art-storage and management side of the operation currently serves some 600 collectors who keep paintings, sculptures and even fashion collections at the site (Calvin Klein and Norma Kamali are clients). Mana Contemporary puts some items from these stored collections on display.

"We wanted to show living collectors who collect art," Mr. Ozeri said.

Art collector Eileen Kaminsky, who keeps her collection at Mana Contemporary, presents and sponsors shows in a gallery on the building's sixth floor. Not all of the collections on display are stored at Mana.

The gallery's first show featured works from the Louis P. and Susan K. Meisel collection. Mr. Meisel coined the term photorealism in the 1960s; his holdings include the works by Chuck Close hanging in the warehouse entry.

Time will tell if Mana's all-in-one approach, mixing artists, their patrons and the public, will succeed in luring collectors to the facility's storage and management services.

Zoë Dictrow, who with her husband Joel has been collecting art for 30 years, said the idea of a hub for artists didn't make her more likely to want to store works in the space.

"We live in the biggest art hub in the world, New York City," Ms. Dictrow said. All she said she's after is "a clean, safe space for art."

4. [A Year Without Fear](#)
5. [Quake Shakes Tokyo But Causes No Damage](#)

Most Read Articles Feed

Real-time coverage of greater New York

Happy New Year, With Novelty Glasses

Before you head out to wherever you'll be when the calendar flips over to 2012, take a look back at the 11 most-read blog posts from Metropolis in the past year.



Christie's 2011 Education: A Year of Frustration Over Schools

New Jersey Gov. Chris Christie declared 2011 the "year of education reform," but he found very little success in that area.



Moishe's Moving Into a Mini Art City

Funeral Planned for Christmas Fire Victims

Weather Journal: Warm New Year Ends Snow-Free December

[See All](#)
[RSS Feed](#)

Most Popular Video

Europe at the Brink - A WSJ Documentary
23:18

Teen Tells Story on Youtube Before Death
4:09

Hottest Video Games to Come in 2012
6:07

Job Opportunities

- [Investment Banking Associate - Duff & Phelps Corp.](#)
- [AWESOME Accounting Manager role in NYC - Robert Half Finance & Accounting](#)
- [Controller for an Expanding Manufacturer - Robert Half Management Resources](#)
- [Manager, Identity Manager Development - TIAA-CREF](#)

keyword city, state, zip

MORE JOBS AND CAREER NEWS

[Finance Jobs](#) | [Technology Jobs](#) | [Sales & Marketing Jobs](#)

[FINs for Employers & Recruiters »](#)

[POST A JOB](#)

More in New York

- [Water Worries Vex Residents of Vaux](#)
- [Two Dead in Shoot-Out After Long Island Robbery](#)
- [Teacher Evaluation Effort Details](#)
- [Law Change Sets Off Jump in Marriages](#)
- [Tolls Jump on N.J. Highways](#)

Getting Around Greater New York

Starting Address
 OR Intersection or Popular Restaurant/Place

Destination Address
 OR Intersection or Popular Restaurant/Place

JOIN THE DISCUSSION
Be the first to comment

MORE IN
New York »

Like Send Be the first of your friends to like this.

Tweet 27 Share 0 Email Print Order Reprints

Business Insurance Agents

Find Business & Commercial Insurance Companies in Your Area.
yellowpages.com

DAILY Penny Stock Picks

My email alerts may cause Insane gains for active traders!
www.PennyStockAlerts.com

Telecorp Inc.

Communications is what we do, Service is who we are!
www.TelecorpUSA.com

Clearance on New Cars

Find Your Next Car Here. Save \$1000's today!
reply.com/NewCars

Add a Comment

JOURNAL COMMUNITY

[Community rules](#)

To add a comment please

Log in

Create an Account
Your real name is required for commenting.

Track replies to my comment

CLEAR POST [Login with Facebook](#)

Subscribe Now for Full Access to WSJ.com and Get

8 WEEKS FREE

[SUBSCRIBE NOW](#)

WSJ Subscriber's content provides:

- **Personalized** tracking of industries
- **Heard on the Street:** up-to-the-minute news and analysis that affects the markets and industries
- **Core business news:** "What's News" and new "Management" section

Editors' Picks



Price of Credit Card: Paying Expired Debt



Secrets of the Operating Room



Guitar Tricks for a Middle-Aged Dog



Enough With the Little Guy in College Football



'Downton' Designer Susannah Buxton

Customer Center:
[My Account](#)
[My Subscriptions](#)

Create an Account:
[Register for Limited Access](#)
[Subscribe to WSJ.com](#)
[Sign up for WSJ Professional](#)

Help & Information Center:
[Help](#)

About:
[News Licensing](#)
[Reprints](#)
[Advertising](#)
[Classifieds](#)
[Advertise Locally](#)
[Conferences](#)
[About Dow Jones](#)
[Privacy Policy - UPDATED 10/18/2011](#)
[Your Ad Choices](#)

WSJ.com:
[Site Map](#)
[Home](#)
[World](#)
[U.S.](#)
[New York](#)
[Business](#)
[Markets](#)
[Market Data](#)
[Tech](#)
[Personal Finance](#)

Tools & Formats:
[Today's Paper](#)
[Video Center](#)
[Graphics](#)
[Columns](#)
[Blogs](#)
[Topics](#)
[Guides](#)
[Alerts](#)
[Newsletters](#)
[Mobile](#)

[BACK TO TOP](#)

Digital Network

[WSJ.com](#)
[Marketwatch.com](#)
[Barrons.com](#)
[SmartMoney.com](#)
[AllThingsD.com](#)
[FINS: Finance, IT jobs, Sales jobs](#)
[BigCharts.com](#)
[Virtual Stock Exchange](#)

[Customer Service](#)
[Contact Us](#)
[Global Support](#)
[New on WSJ.com](#)
[Take a Tour](#)
[Print Subscriber Services](#)

[Subscriber Agreement & Terms of Use - Updated](#)
[Copyright Policy](#)
[Jobs at WSJ.com](#)

[Life & Culture](#)
[Opinion](#)
[Autos](#)
[Careers](#)
[Real Estate](#)
[Small Business](#)
[Student Journal](#)
[Corrections](#)
[SafeHouse - Send Us Information](#)

[WSJ Social](#)
[Tablet Edition](#)
[Podcasts](#)
[RSS Feeds](#)
[Journal Community](#)
[WSJ on Twitter](#)
[WSJ on Facebook](#)
[WSJ on Foursquare](#)
[My Journal](#)
[Portfolio](#)
[WSJ Digital Downloads](#)

[WSJ Radio](#)
[Professor Journal](#)
[WSJ U.S. Edition](#)
[WSJ Asia Edition](#)
[WSJ Europe Edition](#)
[WSJ India Page](#)
[Foreign Language Editions:](#)
[WSJ Chinese](#)
[WSJ Japanese](#)
[WSJ Portuguese](#)
[WSJ Spanish](#)

Copyright ©2011 Dow Jones & Company, Inc. All Rights Reserved