

## Meet the New Innovators: Next-Gen Dealers



### La Maison de Rendez-Vous Time-Shared Gallery Space Brussels

On a quiet and picturesque street corner in Brussels sits La Maison de Rendez-Vous, one of the world's most novel experiments in gallery operation. The collaborative space is shared by four dealerships with diverse programs and headquarters on three different continents: LambdaLambdaLambda (Prishtina, Kosovo); Lulu (Mexico City); Misako & Rosen (Tokyo); and Park View/Paul Soto (Los Angeles).

"Not only do we equally share expenses, we also share networks, information, clients, and our varying skill sets," the quartet say. Their programming ranges from

collaborative group shows to individual projects like LambdaLambdaLambda's recent exhibition of work by Croatian rising star Nora Turato. With megagalleries consolidating their power as never before, La Maison de Rendez-Vous offers a model for how smaller art businesses can sustainably expand their footprint—together. —K.B.

**We Buy Gold  
stands as proof  
that a gallery does  
not need a splashy  
physical space to  
make a big impact**

Nora Turato, "let's never be like that" at La Maison de Rendez-Vous

