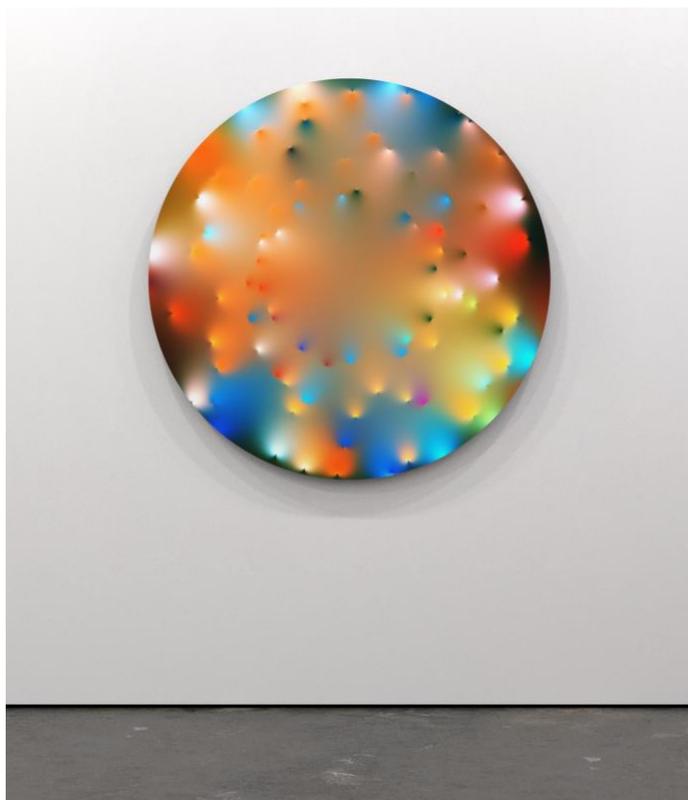


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Heft Presents *Groundwork* A Group Show Showcasing New Languages of Rules and Resonance



Zach Lieberman, *Untitled*. Image courtesy of the artist and Heft.

New York, NY – June 5, 2025 – Heft is pleased to present *Groundwork*, a group exhibition surveying artists who use procedural systems to forge new visual languages. On view from **June 25 through July 26, 2025** at **300 Broome Street in NYC**, the exhibition brings together a cross-generational roster of artists whose work experiments with process, material, and the encoded intelligence of systems.

Groundwork includes works by **0009, Aranda\Lasch, Mike Balzer, die with the most likes, Emily Edelman, Ganbrood, Auriea Harvey, Jan Robert Leegte, Zach Lieberman, Lovid, William Mapan, Thomas Noya, Steve Pikelny, Qubibi, Nat Sarkissian, Helena Sarin, Rafaël Rozendaal, Marcel Schwittlick, Iskra Velitchkova, Emily Xie, and Sarp Kerem Yavuz.**

In an era where life and art increasingly intersect with digital systems and coded logic, the artists in *Groundwork* are developing new approaches that experiment with process and systems. Together, these artists echo the legacies of conceptual pioneers such as Sol LeWitt, Vera Molnar, and Harold Cohen, who laid the *groundwork* for the contemporary methods and inquiries evident here, challenging traditional notions of authorship and form through rule-based and process-oriented

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practices.

From plotted drawings and engraved stone to embroidered canvases and algorithmic animations, works in *Groundwork* reveal how these artists are reshaping how such art is encountered, interpreted, and integrated into our lives. Zach Lieberman's circular expression of light through code, Auriea Harvey's lifesize portrait in marble, Helena Sarin's expressive ceramic vessels, Aranda\Lasch's algorithmic labyrinth as a plaster tablet, and Rafaël Rozendaal's undulating lenticular painting are all expressions of each artist's new, decisive vernacular that reflect how they connect to the rapidly changing world today.

This exhibition also complements the thematic provocation of Heft's inaugural group show, *Truth or*, which opened in April 2025. While *Truth or* foregrounded the complex dynamics of post-truth culture in an AI world, *Groundwork* rounds out the foundation for Heft's evolving program with an emphasis on algorithmic approaches, abstraction, and diverse material use. The exhibition centers on artists using the tools of our time to reflect a world in constant flux, while revealing the universal connections only art can make coherent.

Groundwork will be on view from **June 25 through July 26, 2025**, at **300 Broome St, New York, NY**. For more information, visit heftgallery.com.

NOTES TO EDITORS

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Opening Reception

Wednesday, June 25, 6 PM - 9 PM

300 Broome Street, New York, NY 10002

RSVP essential: HeftGallery@fitzandco.com

About Heft

Heft is a contemporary gallery in New York City that presents artists who use systems to create meaningful new works. Partnering with a fluid roster of artists, the gallery shows a wide spectrum of work, emphasizing inventive uses of traditional materials, memorable experiences, and provocative artworks that are rapidly gaining recognition for advancing the generative art movement.

Heft collaborates closely with pioneers and groundbreaking emerging artists to elevate their practice. These artists engage urgent cultural questions using the tools of their time—algorithms, systems, artificial intelligence, and other generative processes—to show broader audiences what this medium

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is and what it can become.

With over 50 projects presented under Heft (formerly Tender), the gallery continues to engage a global collector base and participate in leading international fairs, such as Untitled Art Miami, Paris Photo, and Contemporary Istanbul, while presenting monthly exhibitions from its Lower East Side location in New York. The gallery is a 2500-square-foot street level space with 18' ceilings.

<https://heftgallery.com>

@heft_gallery on [Instagram](#) and [X](#)

Open hours: Tue, Thu-Sat: 11-7pm, Wed: 11-9pm