



by Fan Zhong, Andrew Russeth, Kevin McGarry and Jenny Comita

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As always, *W*'s annual [Art Issue](#) has one eye on the landscape of contemporary art today, and one on its promising future. Here, we have selected five artists who are already making work that will matter for years to come.



GCC's Royal Mirage, 2014, featuring portraits of artists in the collective.
Aurelien Mole

GCC

One of the standouts of the [Berlin Biennale](#) this summer was an installation in the European School of Management and Technology by the eight-person collective GCC, whose young members all have ties to Persian Gulf states—and today are scattered in Amsterdam, Berlin, Kuwait, London, and New York. A running track and miniature sand dunes carpeted the room-size piece *Positive Pathways (+)*; at the center stood a plaster sculpture of a mother in a modern hijab performing a metaphysical ritual on her son. Their pose uncannily captured several of the zeitgeisty dichotomies that inform their practice, which explores the way their hyper-brand-conscious home countries incorporate Western trends into their evolving identities. “We wanted to make a work about the late-blooming New Age culture of the Gulf,” GCC explained via a group-sanctioned e-mail, “and how it is affecting everyone in the region, from conservative housewives to absolute monarchs toying with start-up culture.” The collective’s first Stateside gallery solo show is on view this month at Mitchell-Innes & Nash, in New York, reprising the Berlin installation alongside new work derived from YouTube videos of, among other things, modern-day healers on morning talk shows “making holistic remedies and products out of supermarket items.” — [Kevin McGarry](#)