

M+B

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By, Roberta Smith

★ **SAM FALLS: 'EVERYTHING KEEPS BEING NOTHING'**; closes on Saturday. Skillfully negotiating the shoals surrounded by painting, photography, printmaking and advertising, this enterprising artist takes color photographs of everyday subjects that he supplements, via Photoshop, with blocks of abstract color before making archival pigment prints, which he augments with pastel and acrylic. The thoroughly ambiguous, lushly radiant, slightly hallucinatory results have a reverberant push-pull energy that evokes Hans Hofmann, Richard Prince, Gerhard Richter and James Rosenquist while mining a social-retinal terrain all their own. Higherpictures, 764 Madison, at 65th Street, (212) 249-6100, higherpictures.com. (Smith)