

HISTORIC | MODERN | CONTEMPORARY

LA CONVENTION CENTER / SOUTH HALL

PAINTING, SCULPTURE, WORKS ON PAPER, PHOTOGRAPHY, VIDEO -
THE MOST COMPREHENSIVE ART SHOW IN THE WORLD!
OVER 140 PROMINENT GALLERIES FROM AROUND THE GLOBE.

A 5x15 grid of 75 small images. The images are highly diverse, representing a wide range of visual styles and subjects. They include classical paintings (e.g., a woman in a blue dress, a landscape with a bridge), modern art (e.g., a face with a red background, a face with a blue background), abstract patterns (e.g., a QR code, a colorful geometric pattern), and digital art (e.g., a face with a green background, a face with a blue background). The grid is a visual representation of the data used in the study.

HIGHLIGHTS OF THE LA ART SHOW

- Under the nationwide Palm Beach Show Group umbrella, the 2014 LA Art Show once again enjoyed record attendance, impressive sales and strong media attention solidifying its position as Los Angeles' preeminent art fair.
- Hosting 140+ galleries from 22 countries, and 18 states, the show's international offerings were heralded in The New York Times and featured on the LA Times Calendar Section front page once again.
- The Opening Night Premiere Party kicked off with dishes from LA's stellar eateries, the finest wines from Bordeaux, stunning art, and a guest list that included royalty, high ranking officials from three continents, top collectors and Hollywood celebrities. Avid art collectors from Cheech Marin to Princess Anita of the Netherlands came to help the Sister Cities of Los Angeles launch their celebration of L.A.'s 50-year-long Bordeaux-Los Angeles relationship.
- Numerous galleries reported selling out during the course of the 5-day show with healthy sales coming from both loyal customers and new clients. Galleries who reported sales ranged from London-based Waterhouse & Dodd and Chris Beetles Gallery to local Los Angeles galleries Jack Rutberg Fine Arts and Timothy Yarger Fine Arts. The new Littletopia section, curated by Red Truck Gallery, brought a unique viewpoint to the roster and was met with critical acclaim, garnering high sales for many of the eleven participating galleries, and significant media attention.
- The show is attended each year by noted collectors and celebrities including: Barbra Streisand; Jerry Bruckheimer; Leonardo DiCaprio; Henry Winkler; Lauren Graham; Patricia Arquette; Jeff Probst; Michael Keaton; Halle Berry; Kevin Nealon; Diane Keaton; Steve Martin; Dave Grohl; James Franco; and Moby.
- Dialogs LA, our engaging lecture series and panel discussions, features internationally renowned artists, designers, collectors, curators, and art professionals. This past year distinguished participants included: Andres Navia, Director of The Art Museum of the Americas; art critic, Edward Goldman; architect, Harry Gugger; designer, James Magni; Axel Rüger, Director of the Van Gogh Museum; Itala Schmelz, Curator, Biennale di Venezia - Mexico; Chinese artist and Venice Biennale participant, Zhang Yu; and Argentine artist and Beijing Biennale participant, Andrea Juan.
- Special exhibitions by Venice Biennale Korea Pavilion artists Lee Yong Baek and Choi Jeung Hwa curated by Park Ryu Sook Gallery met with critical interest. Da Xiang Art Space brought China Pavilion artist Zhang Yu who is currently being featured in the Metropolitan Museum's *Ink Art: Past as Present in Contemporary China*. Installations by local LA Art Association artists Cindy Jackson & David Jang were embraced by the crowds and media alike.



THE LA ART SHOW: **HISTORIC | MODERN | CONTEMPORARY**

The LA Art Show is the largest, most comprehensive art fair in the West. More than 140 galleries participated in the 2014 LA Art Show. This carefully produced show is designed to beautifully present select global galleries to a significant cadre of serious collectors, as well as inspire the local arts community with featured installations, curated special exhibitions, and a captivating lecture series, Dialogs LA.

Owned and produced by the Palm Beach Show Group in partnership with Kim Martindale, General Manager, the show has received tremendous attention from the media, collectors and attracted an astounding 60,000 attendees to last year's show. "We have deep roots in Los Angeles and have nurtured them for two decades," states Show Producer Kim Martindale. "This is why we are LA's art show. Our foundation here is strong and our complete art experience format continues to resonate with the Angeleno collector." All this, combined with dozens of distinct ethnic communities, an enviable climate, and one of the world's largest economies, make L.A. a perfect element of your Art Fair program.

The LA Art Show is entirely unique in the art world with a philosophy that embraces art's rich past and brilliant present and has a layout that is divided into two zones. The Modern and Contemporary Section features poured concrete floors and white walls which provide an ideal backdrop for art produced from the mid-20th century to present day. Conversely, brilliant blue, green and grey felted walls against slate carpet, fittingly presents The Historic & Traditional Contemporary Section's focus on historic works and their contemporary counterparts that embrace traditional techniques.

World-Class Los Angeles Venue

The LA Art Show is strategically situated at the city's dynamic epicenter with convenient access to world-renowned LA LIVE!, home to the Grammy Awards, The Grammy Museum, and an impressive entertainment complex that includes the Nokia Theatre, the Staples Center Arena, top restaurants, and The Ritz Carlton Hotel and Residences. Our new neighbor, The Wilshire Grand, will be a 73-story luxury hotel, office and retail space. When completed in 2016, the structure will be the tallest building west of the Mississippi. The LA Convention Center is Southern California's most technologically advanced green venue, featuring soaring ceilings and ample space, including one of the largest dedicated parking structures in the entire city and with over 15,000 spaces in the immediate vicinity!

Nurturing the Dealer, Collector Relationship:

Dealers are striving to make significant sales and build lasting relationships—collectors are seeking quality art and trusted guidance. The LA Art show is where these two desires intersect--where connections are forged between significant galleries and passionate buyers. We believe by featuring an expansive gallery selection and attracting robust, diverse crowds we are able to facilitate this vital interaction and create opportunities.

Los Angeles: The Entertainment Capital of the World

The city of Los Angeles, long recognized as the entertainment capital of the world, has taken its place as a cultural Mecca, boasting more than 300 museums, with new attractions continuing to be added, including the highly anticipated Broad Museum due to open in 2015.

United Arab Emirates: Featured Guest Country

To showcase the United Arab Emirates' (UAE) compelling national narrative and rich cultural heritage, Meridian International Center, in partnership with the UAE Embassy in Washington, DC, is launching a groundbreaking cultural diplomacy art initiative with *Past Forward: Contemporary Art from the Emirates*. The first major touring exhibition of Emirati artwork abroad, *Past Forward* features over 50 paintings, photographs, sculptures, video installations, and other media by 25 Emirati artists. The exhibition, originating in Washington, DC, at Meridian's galleries, will travel across the US through 2015. The LA Art Show will be its west coast debut and feature highlights from the exhibition.

Our 2015 Beneficiary is St. Jude Children's Research Hospital

St. Jude Children's Research Hospital® is leading the way the world understands, treats and defeats childhood cancer and other deadly diseases. Everything they do is centered on finding cures and saving children. All ticket proceeds from our Opening Night Premeire Party will go towards the hospital's exceptional mission.



MARKETING & PR OUTREACH

- The 2014 LA Art Show generated more than 200 print and mixed media articles and interviews, and over 1 billion media impressions. More than 250 national and international journalists attended the show.
- Shared cross promotion with the Los Angeles Jewelry, Antique & Design Show.
- Extensive outreach to the Asian, Hispanic, and GLBT collector communities.
- Hundreds of thousands of hits to the LA Art Show website.
- Collateral Distribution:
 - 10,000 Opening Night Premiere Party Invitations for top collectors, celebrities, and major museum donors.
 - 100,000 Save-the-Date brochures.
 - 160,000 three-fold full-color informative brochures distributed nationally and internationally to a targeted list of collectors.
 - 50,000 special promotional inserts within January into the Sunday edition of the New York Times.
- Special outreach to the celebrity collector community.
- Targeted email marketing to 100K plus through aggregated databases of the LA Art Show, the Palm Beach Show Group, and marketing partners.
- Extensive digital marketing campaign including social media strategy to thousands of Facebook and Twitter fans and followers.
- Access to the Los Angeles Department of Cultural Affairs and LA Inc.'s vast national and international marketing.
- Galleries participating in the LA Art Show will be included in the PBSG's online marketplace, CollectorsNet.com, that connects PBSG dealers to collectors all year round.
- Full page ads in the Wall Street Journal, USA Today, and The LA Times.

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PARTIAL MEDIA OUTREACH:

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| • American Art Collector | • Artfacts.com | • Hi-Fructose | • Magazine Antiques |
| • American Art Review | • Artillery Magazine | • KPCC | • New York Times |
| • American Fine Art Magazine | • Artnet.com | • The Huffington Post | • PleinAir Magazine |
| • Antiques & Fine Art | • Artnerd.com | • ICN TV | • Santa Fe Magazine |
| • Art & Antiques | • Art Nexus | • Journal of the Print World | • Southwest Art |
| • Art Dossier | • Artprice | • LAArtsOnline.com | • Trend |
| • Art Gallery Magazine | • Artweek.LA | • LA Weekly | • Visual Art Source |
| • Art Ltd | • Beverly Hills Courier | • L'OFFICIEL art | • Western Art and Architecture |
| • Art Scene | • Business Jet Traveler | • Luxe Immo | • Western Art & Architecture |
| • Art World Magazine | • Fabrik | • M Magazine | • 99ys.com |
| | • Frontiers | • Maine Antique Digest | |
| | • Gallery Sights | | |

SHOW DETAILS

GENERAL INFORMATION

- LA Convention Center, South Hall J & K
1201 South Figueroa Street, Los Angeles, CA 90015.
- Opening Night Premiere Party: Wednesday, January 14, 2015.
- Show dates: Thursday through Sunday, January 15-18, 2015.
- Tickets: \$20 at the door.
(Discounts available through the LA Art Show website and special mailings.)
- 15,000 dedicated parking spaces at the Los Angeles Convention Center and in the surrounding area.

BOOTHS

Exhibitors may choose from several booth sizes and flexible design plans — please see application for sizes and pricing.

Modern & Contemporary Section

Included in the booth cost: 10' (3.65 m.) high perimeter white painted hard walls; concrete floors; tables and chairs; booth signage; drayage; basic lighting; and one page ad in show catalog. Incremental fees apply for: additional lighting and walls; custom paint; booth carpet; telephone; Wi-Fi; special construction; rigging; electrical services; shelving; and sculpture pedestals. Labor can be ordered at an additional charge.

Historic & Traditional Contemporary Section

Included in the booth cost: 10' (3.65 m.) high perimeter grey felted hard walls; tables and chairs; booth signage; drayage; basic lighting; carpeting; and one page ad in show catalog. Incremental fees apply for: additional lighting and walls; custom felt colors; fabric ceilings; molding; telephone; Wi-Fi; special construction, rigging, electrical services; shelving; and sculpture pedestals. Labor can be ordered at an additional charge.

Works on Paper (Fine Prints, Vintage Posters, and Drawings)

Included in booth cost: 9' (2.74 m) grey papered walls; tables and chairs; drayage; booth signage; carpet; four (4) flood lights; one(1) 8' track (8x12foot booth) or eight (8) floods and two (2) 8' tracks (8 x 16 foot booth). Incremental fees apply for: additional or alternative wall colors; telephone; Wi-Fi; special construction, rigging, electrical services; shelving; and sculpture pedestals. Labor can be ordered at an additional charge. Does not include full-page ad in show catalog.

CATALOG

- 350+ page, full-color catalog.
- Each exhibitor receives a full-color page in the show catalog in a uniform layout.
- Catalogs from past years may be viewed at <http://www.laartshow.com/catalogs>



The LA Art Show is one of the regions must-attend events. Our team is committed to building on the momentum created in 2014 to make 2015 even more successful. We invite you to join with us in celebrating our 20th anniversary — bring the quality art you are known for, your expertise, and your vision to create new opportunities and solidify relationships during the fair and far into the future.

Gallery Applications:

We look forward to hosting an extraordinary selection of national and international galleries at LA Art Show 2015 and welcome your application for consideration.

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