



## HIGHLIGHTS OF THE LA ART SHOW 2013

- Celebrity hosted BRINGING ART TO KIDS AND KIDS TO ART Opening Night Premiere Party for 5000 VIPs benefiting the Getty Museum Education Division of The J. Paul Getty Museum & The Art of Elysium. David Arquette hosted the benefit in 2012.
- Attendance by Hollywood celebrity collectors including: Halle Berry; Olivier Martinez; Diane Keaton; Steve Martin; Emilio Estevez; Martin Sheen; Barbara Streisand; Dave Grohl; James Franco; MOBY; Laurie Holden; Lisa Edelstein; Rose McGowan; Mina Suvari; Hunter Tylo; Victor Garbo; Raven-Symone; Richard Chamberlain and Eric La Salle among others.
- Special partnerships and cross-promotions with major museums and art organizations including the LA Art Association, LACMA, and MoLAA.
- Engaging lecture series and panel discussions featuring internationally renowned artists, collectors, curators, and art professionals. Former speakers include: Tate Modern Curator of Contemporary Art, Catherine Wood; artist and author Hunt Slonem; publisher of ArtNEWS magazine Milton Esterow; and the Director of the Mingsheng Museum of Art in China. The speakers for the LA Art Show 2013 will include: Irving Blum sharing his legendary experiences with Andy Warhol; the noted contemporary art collector Blake Byrne; recognized curator Billie Milam Weisman; and Don Thompson author of *The \$12 Million Dollar Stuffed Shark*.
- Exclusive large-scale curated exhibitions from Beijing and Shanghai, China.
- 3rd Annual Los Angeles Sister Cities Exhibition / KIN.
- Private VIP After-parties and receptions, including a special collector's evening at the Getty Museum.
- Exposure to more than 50,000 visitors from throughout the world.



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

For 18 years The LA Art Show, directed and managed by Kim Martindale, has delivered the broadest spectrum of art from across the globe to Los Angeles' diverse and engaged collector base. The LA Art Show, originated by the Fine Art Dealers Association, is the longest running platform for contemporary, modern, historic, and traditional fine art in the country. Taking a cue from the art museum model, the LA Art Show is entirely unique in the art world, providing collectors with a complete art experience through an expansive breadth of galleries that crosses contemporary, historic, and print genres. The 2012 show hosted more than 100 prominent galleries and attracted more than 50,000 visitors with its 'Fair-within-a-Fair' concept featuring distinct sections catering to diverse collecting genres. The 2013 show is slated to include a Modern & Contemporary Section, a Historic & Traditional Contemporary Section, a Vintage Poster Section, and the Los Angeles IFPDA Fine Print Fair.

### **New Management: New Opportunities**

The PALM BEACH SHOW GROUP (PBSG) in partnership with Kim Martindale, has acquired the LA Art Show. This strong alliance will result in amplified marketing and media efforts, and the expansion of our opt-in, international collector database to more than 600,000 which will significantly increase collector participation. This new ownership team will continue to grow our regional relationships while elevating the LA Art Show's visibility through the PBSG's extensive national and international reach. Of special note: all galleries participating in the LA Art Show will be included in the PBSG's online marketplace, CollectorsNet.com, that connects art dealers who participate in PBSG's show rosters to collectors.

### **World-Class Los Angeles Venue**

The LA Art Show is strategically located at the city's epicenter with immediate access to the world renowned LA LIVE!, home to the Grammy awards, The Grammy Museum, and an entertainment complex which includes the Nokia Theatre, the Staples Center Arena, top restaurants, and The Ritz-Carlton Hotel and Residences. The LA Art Show is also conveniently close to MOCA, the Walt Disney Concert Hall, and the Music Center.

Home to the pre-telecast portion of the Grammy Awards, and the glitzy Governor's Ball, the Los Angeles Convention Center is Southern California's most technologically advanced venue. It features soaring ceilings and ample space for the largest art fair in the region, the LA Art Show. With more than 50,000 visitors, the Los Angeles Convention Center also offers one of the largest dedicated parking structures in the entire city. A green facility, the Los Angeles Convention Center is the first U.S. convention center to be awarded LEED-EB Gold certification by the USGBC and offers one of the largest dedicated parking structures in the city — important for an event of our size.

## **Los Angeles: The Entertainment Capital of the World**

The city of Los Angeles, long recognized as the entertainment capital of the world, is now taking its place as a cultural Mecca, boasting more than 300 museums, dozens of distinct ethnic communities, an enviable climate, and one of the world's largest economies.

With Kim Martindale as committee chair of the Los Angeles Arts Month program, the City of Los Angeles, in the fall of 2008, officially proclaimed January as Los Angeles Arts Month. January would now officially launch the city's very active annual arts calendar of related events.

**'By declaring January 2009 as Los Angeles Arts Month, the city will use the confluence of more than 50,000 visitors to the Los Angeles Arts Show to anchor celebrations for the city. Los Angeles Arts Month will showcase a multi-hued cornucopia of arts, including lectures, movies, music, food, dance, art walks & exhibitions.'**

Los Angeles Arts Month 2013 participants include all of the major museums, theatre, dance, and musical venues in Los Angeles County.

### **Gallery Applications:**

We look forward to hosting an extraordinary selection of national and international galleries and would welcome your application for inclusion in the LA Art Show 2013.

**For more information about the LA Art Show, send inquiries to [info@laartshow.com](mailto:info@laartshow.com) or call either 310.822.9145 or the Palm Beach Show Group at 561.822.5440.**



## MARKETING & PR OUTREACH

- International, national, and local print, radio, television, social media, and web outreach. The 2012 LA Art Show generated over 200 print and mixed-media articles and interviews and 1 Billion media impressions. More than 200 international journalists attended the show.
- Street Banners throughout Los Angeles.
- Strategically placed Billboards.
- Extensive outreach to the Asian community.
- Hundreds of thousands of hits to the LA Art Show website.
- Collateral Distribution:
  - 14,000 Opening Night Premiere Party Invitations for top collectors, celebrities, and major donors.
  - 10,000 Save-the-Date postcards handed out at events around the country including from the LA Art show booth at Dwell on Design.
  - 50,000 Save-the-Date brochures.
  - 160,000 three-fold full-color informative brochures distributed nationally and internationally.
  - 50,000 special promotional inserts within January into the Sunday edition of the New York Times.
- Special outreach to the celebrity community.
- Cross-promotion with LA Arts Month.
- Targeted e-mail marketing to 100K plus through aggregated databases of the LA Art Show, the Palm Beach Show Group, and LAAS 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.

## PARTIAL MEDIA OUTREACH:

- |                              |                         |                              |  |
|------------------------------|-------------------------|------------------------------|--|
| • American Art Collector     | • Art News              | • Frontiers                  | • Trend  |
| • American Art Review        | • Art Facts             | • KPCC                       | • Western Art and Architecture   |
| • American Fine Art Magazine | • Art Forum             | • Gallery Sights             |  |
| • Antiques & Fine Art        | • Art Nexus             | • ICN TV                     |  |
| • Art & Antiques             | • Artillery             | • Journal of the Print World |  |
| • Art Facts                  | • Artnet                | • LA Weekly                  | Full page ads at the time of the show in the Wall Street Journal, USA Today, and LA Times. |
| • Art Gallery                | • Artprice              | • Maine Antique Digest       |  |
| • Art Ltd                    | • BH Courier            | • Magazine Antiques          |  |
| • Art Newspaper              | • Business Jet Traveler | • Santa Fe Magazine          |  |
| • Art + Auction              | • Fabrik                | • Southwest Art              |  |
|                              | • Fine Art Connoisseur  |                              |  |

## 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 23, 2013.
- Show dates: Thursday through Sunday, January 24-27, 2013.
- Tickets: \$20 at the door.  
(Discounts available through the LA Art Show website and special mailings.)
- Thousands of dedicated parking spaces at the Los Angeles Convention Center and surrounding area.

### BOOTHS

Exhibitors may choose from several booth sizes and flexible designs — 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; 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.

#### Los Angeles IFPDA Fine Print Fair Section

Included in booth cost: 9' (2.74 m) grey papered walls; tables and chairs; drayage; booth sign; 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

- 312+ 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's new, engaged owners are dedicating substantial resources and intensified vigor to lift the fair to new heights and create exciting possibilities for our committed galleries.

We invite you to join with us — bring the quality art you are known for, your expertise, and your passion to create 2013's most successful LA Art Show!

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