



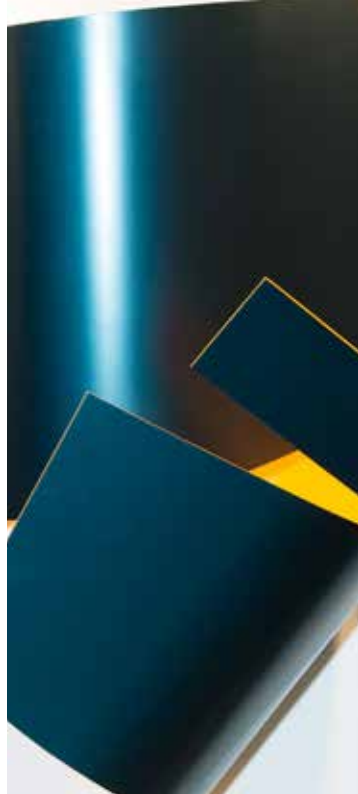
MODERN +
CONTEMPORARY

2018



@laartshow

LAARTSHOW.COM



MODERN +
CONTEMPORARY

The LA Art Show is distinguished as the region's foremost celebration of the visual arts offering collectors, galleries and the community the opportunity to view, exhibit and purchase art from around the globe. Every year we exceed all expectations and 2017 proved to be record breaking as we deepened our roster of galleries, pursued new exciting art programming and engaged LA's major art institutions. The demands of the evolving art market in Los Angeles and it's emergence as a vital player of the global art scene drives our marketing and planning. Creating an art show which influences the highest level of creative innovations through the connection of world-class galleries, renowned artists, top curators and collectors is our goal. The LA Art Show is proud to be one of the world's largest and longest running events with more than 100 leading galleries from over 18 countries exhibiting in 200,000 square feet of exhibition space to an estimated 67,000 attendees over a four day period.

The LA Art show entered its third decade, created by FADA and led by producer Kim Martindale with an expanded curatorial team, harnessing their vast knowledge and experience to steer the international focus and content development of the fair. Designed to address the cultural interests of Angelenos, in 2017 the LA Art Show created a robust slate of programming organized with The Broad, The Getty, LACMA, MOCA, MOLAA, Anaheim's Muzeo and UCLA Chicano Studies Research Center. Our partnerships with galleries, non-profits and prestigious art institutions featured bold new art performances, evocative installations, special exhibitions featuring Dansaekhwa, one of the most influential Korean art movements of the 20th Century and engaging dialogs with prominent museum directors, internationally recognized curators and top artists. As Los Angeles secures its position as an influential international hub for the creation and presentation of contemporary art, the show is placing a new focus on modern and contemporary work to invite and excite our audience.



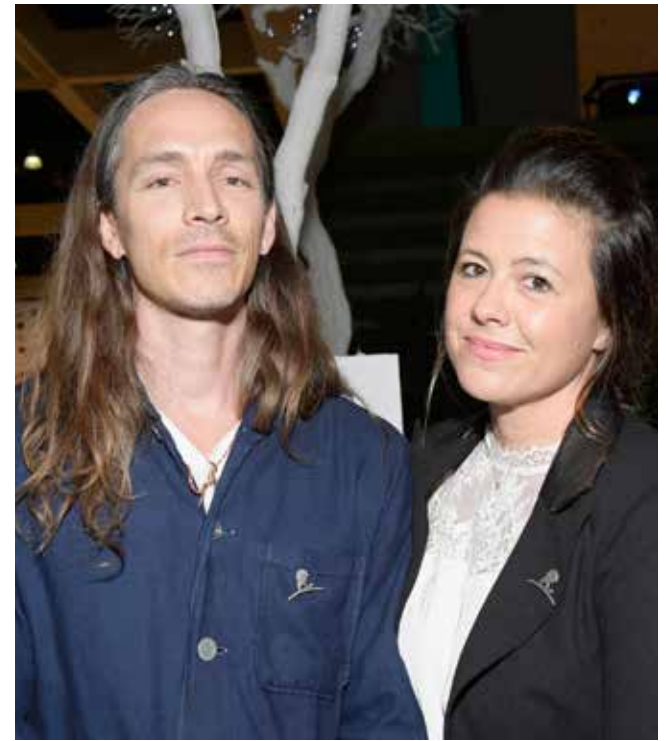
WORLD CLASS VENUE

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. Patrons of the arts gladly drive to Downtown L.A. for the best in Classical Music (Disney Hall), Theater (Mark Taper and Ahmanson), and Contemporary Art (MOCA, Art District). Our newest neighbor, the Broad Museum, opened to enthusiastic crowds, displays 2,000 works of art from The Broad Art Foundation and the Broads' personal collections, which are among the most prominent holdings of postwar and contemporary art worldwide. OUE Skyspace LA, located in the iconic US Bank Tower, brings to life California's must-see attraction. Nearly 1,000 feet above downtown LA and offering unobstructed 360-degree views boasts entertainment and excitement for audiences of any age. Additionally, Downtown LA looks forward to The Wilshire Grand, a 73-story luxury hotel, office, and retail space. When completed in 2017, the structure will be the tallest building west of the Mississippi and will mark a new era for tall buildings in Los Angeles. 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 with over 15,000 spaces in the immediate vicinity!



IN THE NUMBERS

- 200,000 square feet
- 100 galleries
- 18 countries
- 35 million in sales
- 20,000 works of art
- 67,000 visitors
- 15,000 parking spaces
- 300 journalists
- 500 stories
- 5 billion media impressions
- 2 million web hits
- 150 show staff
- 100,000 Save-the-Date brochures
- 10,000 Opening Night Invitations for top collectors, celebrities, and major museum donors
- 160,000 three-fold brochures distributed nationally and internationally to a targeted list of collectors
- 102,000 special promotional inserts in the Sunday edition of the New York Times & The WSJ
- 5 days open
- Extensive Social Media Marketing Campaign - Facebook, Twitter, Instagram, Snapchat



SHOW FLOOR AND BEYOND

- Special outreach to the celebrity collector community
- Extensive outreach to the Asian, Hispanic, and LGBT collector communities
- Full page ads in the Wall Street Journal, The LA Times, and many leading art publications
- Extensive digital marketing campaign including social media strategy to thousands of Facebook, Instagram, and Twitter followers
- Multiple targeted email marketing to 100K plus through aggregated databases of the LA Art Show and marketing partners
- Dialogs LA present a series of talks and panel discussions featuring artists, collectors, museum directors, curators and internationally renowned art and cultural thought leaders. Highlights included dialogs with MOCA Director Philippe Vergne and The Getty's panel discussion of Pacific Standard Time: LA/LA.
- Museum Engagement & Non-Profit - Programming comprised of special exhibitions, tours, installations and performance established with the city's major art institutions, **LACMA, MOLAA, The Autry Museum of the American West, Muzeo Anaheim & UCLA Chicano Studies Research Center.**
- Complimentary tours of **The Broad** and complimentary shuttle service to **MOCA** and **The Geffen** for show attendees
- VIP Program Highlights included home tour and talk with Chara Schreyer, Opening Night Red Card Private Preview - floor access to galleries prior to being open to the public
- Media Partnerships with 50 prominent art publications, public radio & TV stations, Cable TV & lifestyle publications.



2017

OPENING NIGHT PREMIERE PARTY

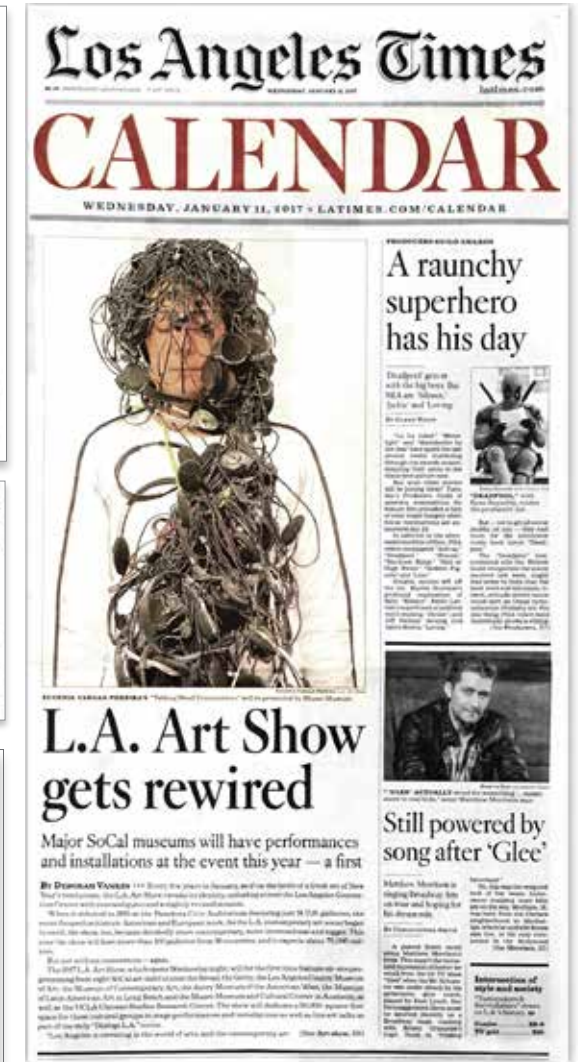
Hosted By Emma Roberts

We were honored to once again welcome St. Jude Children's Research Hospital as our 2017 beneficiary. A portion of ticket proceeds from our Opening Night Premiere Party goes towards the hospital's exceptional mission and directly benefit local children and their families so that no fees are incurred for treatment.

More than 7,000 art enthusiasts attended the 2017 opening night party which boasts 25 of LA's finest and landmark restaurants, celebrity guest appearances, a special RED CARD pre-opening event for top collectors, acclaimed art performance pieces, strong gallery sales, creating an exciting evening of entertainment and art.

Access Hollywood
Art & Antiques
Art & Auction
Art Absolute
Art Beat Magazine
Art Gallery Magazine
Art Ltd. Magazine
Art Quench Magazine
Art World Magazine
Artam Global Art & Design
Arte Al Limite
Artfacts
Artforum
Artillery
ArtNet
ArtNews
ArtScene
Blouin Media
Business Jet Traveler
Cable Noticias
CBS Local
Coagula Art Journal
Curate LA
Daily Mail
Daily News LA
Downtown Weekly / Grawn
El Confidencial
Etvv China
Extra TV
Fabrik
Flaunt
Haute Living Los Angeles
Hi Fructose

Hoy Los Angeles
Huffington Post
Juxtapoz Magazine
KCET TV
KCRW
Korea Daily
KPCC
LA Art News
LA Art Party
LA Arts Online
LA Opinion
LA Times
LA Weekly
Los Angeles Magazine
Luxury Magazine
Modern
Modern Luxury
Mutual Art
NBC Local
NY Times
OUT
PBS SoCal
Santa Fean
The Armenian Observer
The Art Newspaper
The Hollywood Reporter
The Magazine (Santa Fe)
Visual Art Source
Vogue India
Where Los Angeles
Widewalls



SHOW DETAILS

GENERAL INFORMATION:

LA Convention Center, South Hall
1201 South Figueroa Street, Los Angeles, CA 90015

SHOW DATES:

Thursday through Sunday, January 11-14, 2018

GENERAL SHOW HOURS:

Thursday	January 11, 2018	11AM-7PM
Friday	January 12, 2018	11AM-7PM
Saturday	January 13, 2018	11AM-7PM
Sunday	January 14, 2018	11AM-5PM

General Admission, One Day Ticket: \$30

\$60 Exclusive 4-Day Pass.

OPENING NIGHT PREMIERE PARTY:

Wednesday, January 10, 2018

**Red Card Special Collector Preview
Invitation Only**

Patron Level Ticket: \$250

Vanguard Level Ticket: \$200

Friend Level Ticket: \$125

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
laartshow.com/catalogs





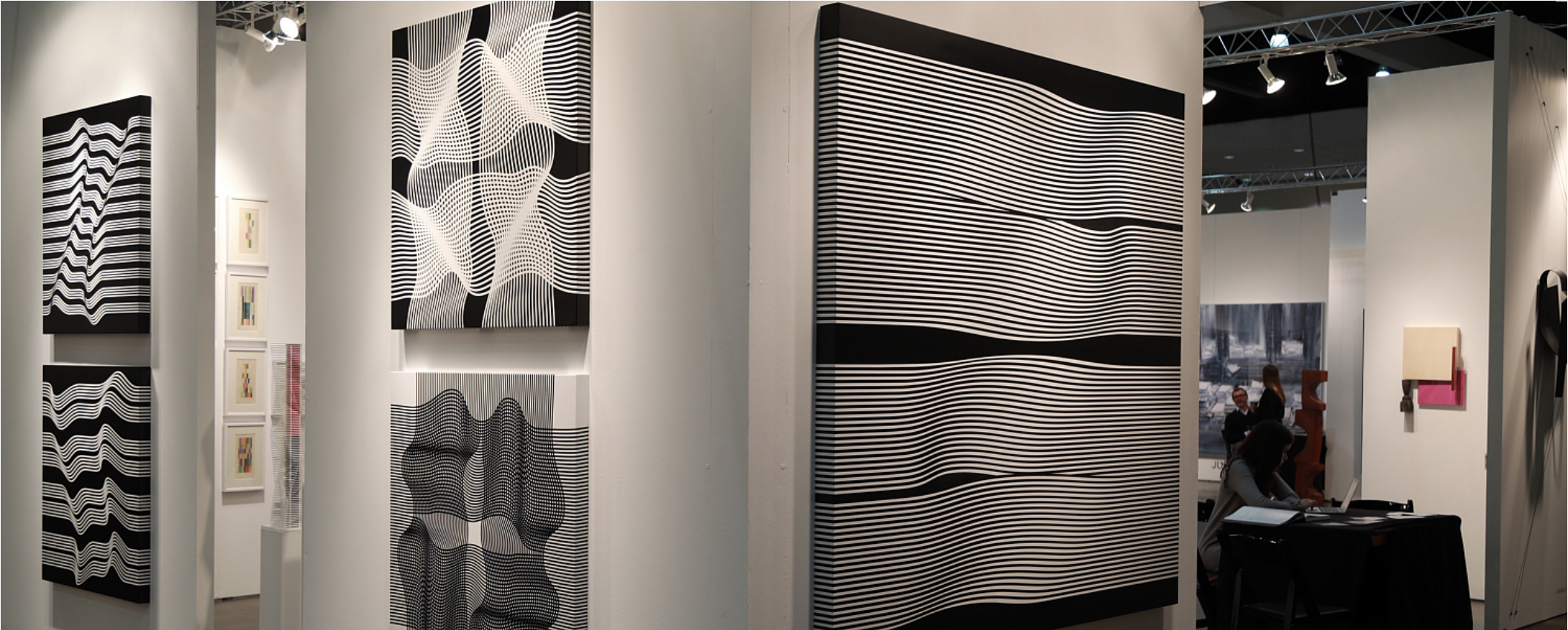
PERFORMANCE, INSTALLATION & FEATURED PROGRAMMING

PERFORMANCE ART & INSTALLATIONS

- **Carlos Martiel** - *Cauce/Riverbed* | Curated by Marisa Caichiolo
- Renowned Argentinean Art Collective **DOMA** | Presented by Stell Artois
- **Eugenia Vargas** - *Talking Head Transmitters* (THT)
Presented by Muzeo Anaheim | Curated by Marisa Caichiolo
- **Louis Hock** - *a wall* | Curated by Chon Noriega
Presented by UCLA Chicano Studies Research Center
- **Melanie Pullen** - *Violent Times* | Curated by Marisa Caichiolo
- **Mella Jaarsma** - *Carrier* | Presented by Baik Art
- **Narcissister** | Curated by Ace Gallery
- **Norton Maza** - *Deep Blue: Underwater* | Curated by Marisa Caichiolo
- **Ping Pong 2017** A multi-destination, cross-cultural collaboration
Featuring artists from Los Angeles, Miami and Basel
Presented by the Los Angeles Art Association
- **Ramiro Gomez** - *Cut-Outs* - part of *FRAGMENTS FROM HOME*
Presented by LACMA | Curated by Chon Noriega
- **Raphael Montanez Ortiz** - *Shred Your Worries / Piano Destruction Ritual / Couch Destruction: Freeing the Angel* - part of *FRAGMENTS FROM HOME*
Presented by LACMA | Curated by Chon Noriega
- **Scherezade Garcia** - *In My Floating World*
Presented by MOLAA | Curated by Tatiana Flores

FEATURED PROGRAMMING

- **Kim Tschang & Kim Tae Ho**, *Dansaekhwa III: Formation and Recurrence*
Curated by SM Fine Art. Baik Art returns with Minimal Abstraction Artists
Young Il Ahn & Suh Seuhn Won
- *Chinese Contemporary Art* | Presented by China Cultural Media Group Limited & National Base For International Cultural Trade (Shanghai)
- *Ink Painting* (China) Cospace & East Art Center, (Japan)
Gallery Kita & Shumoku Gallery
- **Yi Hwan Kwon** *Bus Station* | Presented by CMay Gallery
- **Lindsay Scoggins** *Dichotomy Bifurcation* | Presented by ART ALL WAYS



BOOTHS

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

MODERN & CONTEMPORARY

Included in the booth costs: 12' or 10' high perimeter white painted hard walls, polished concrete floors, tables and chairs, booth signage, drayage, basic lighting and one full page ad in the show catalog. Please refer to the application at laartshow.com for a full list of booth sizes which range from 12' x 16' to 24' x 60'.

WORKS ON PAPER

Galleries exhibiting fine prints, paintings, drawings & photography.

Included in the booth costs: 10' high perimeter white painted hard walls, polished concrete floors, tables and chairs, booth signage, drayage and one full page ad in the show catalog.

Booth sizes: 8' x 12' booth receive four (4) floodlights, one (1) 8' lighting track. 8' x 16' booths receive eight (8) floodlights and two (2) 8' lighting tracks.

PROJECT SPACE

Gallery curated booths highlighting an exhibit of only one featured artist.

Included in the booth costs: 10' high perimeter white painted hard walls, polished concrete floors, tables and chairs, booth signage, drayage and one full page ad in the show catalog. Booth size: 8' x 12' booth receive four (4) floodlights, one (1) 8' lighting track.

LITTLETOPIA

An eclectic blend of new contemporary and pop surrealism.

Included in the booth costs: 10' high perimeter white painted hard walls, polished concrete floors, tables and chairs, booth signage, drayage and one full page ad in the show catalog. Booth size: 8' x 16' booth receive eight (8) floodlights and two (2) 8' lighting tracks.

ADDITIONAL EQUIPMENT OPTIONS

Incremental fees apply to all booths for additional lighting and walls, custom paint, booth carpet, telephone, Wi-Fi, special construction, rigging, electrical services, shelving and sculpture pedestals. Labor can also be ordered at an additional charge.



The LA Art Show is one of the regions must-attend events. Our team is committed to building on the momentum created in 2017 to make 2018 even more successful. We invite you to apply as we enter our third decade, sharing our new direction — 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.

2017 SPONSORS



OFFICIAL SPONSORS



MEDIA SPONSORS



EXHIBIT SPONSORS



COMMUNITY SPONSORS



LA OFFICE:

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laartshow.com

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Tel 561 822 5440 | Fax 561 837 6651
info@palmbeachshow.com
palmbeachshow.com



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GALLERY APPLICATIONS:

We look forward to hosting an extraordinary selection of national and international galleries at **LA Art Show 2018** and welcome your application for consideration.