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**25th ANNUAL LA ART SHOW CELEBRATES PRIDE IN THE GLOBE-SPANNING
DIVERSITY THAT COMPRISES THE CULTURE OF LOS ANGELES**



The Birth of the Niemand Installation by Viktor Freso. Presented by Danubiana Museum. Curated by Marisa Caichiolo.

**2020 DIVERSEartLA Programming Will Feature Installations From MOLAA, JANM, And Art
Al Limite, With Performances By Adriana Ramirez, PSJM Collective, And Miss Art World**

OPENING NIGHT PREMIERE

Wednesday, February 5, 2020
Red Card & Patrons Preview 6pm - 11pm
Opening Night Premiere 8pm - 11pm

SHOW HOURS

Thursday, February 6, 2020 | 11am – 7pm
Friday, February 7, 2020 | 11am – 7pm
Saturday, February 8, 2020 | 11am – 7pm
Sunday, February 9, 2020 | 11am – 5pm

LOS ANGELES CONVENTION CENTER - SOUTH HALL
1201 South Figueroa Street Los Angeles, CA 90015

TICKETS

Patron

<https://www.seetickets.us/event/THE-LA-ART-SHOW/381725?ttc=822370>

General Admission

<https://www.seetickets.us/event/THE-LA-ART-SHOW/381725?ttc=822372>



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The 25th Annual LA Art Show, the most comprehensive international contemporary art show in America, will officially kick-off the city's art season at the **Los Angeles Convention Center** on February 5, 2020. This year will be the largest lineup of art programming in the city's history. Curated by **Marisa Caichiolo**, the third edition of the **DIVERSEartLA** showcase will be a full on celebration of pride in LA's cultural diversity. This special programming section within the fair is dedicated to exhibiting the institutions, artists and non-profits from Southern California, around the Pacific Rim, and beyond, donating 20,000 square feet of exhibition space to the participating organizations. The work is not for sale.

So far, 2020 lineup for **DIVERSEartLA** includes **LACMA**, **The Broad**, **Japanese American National Museum**, **La Neomudejar Museum** from Madrid, **MOLAA**, **Art Ai Limite**, **LA Art Association**, the **UCLA Chicano Studies Research Center**, and many others. For the first time ever, work will be presented by the **Danubiana Museum** of Bratislava, with a special exhibition from the collection of **Homeira Goldstein**, and more. Proving to be popular in years past, the performance programming for the 2020 **DIVERSEartLA** includes work by **PSJM Collective** from Spain and artist **Miss Art World**, presented by the **LA Art Association**.

"We are thrilled to celebrate the 25th anniversary of the LA Art Show with a rare yet magnificent event that will reflect LA's vast natural spaces and cultural diversity," says **DIVERSEartLA** curator **Marisa Caichiolo**. "While the city's communities reflect a wide variety of ethnic backgrounds, its environment reflects a richness of natural areas. Next year's curatorial focus will be expanded to embrace and celebrate those art institutions and art collectors who support LA's blossoming art community."

This year's **DIVERSEartLA** programming includes:

Exhibitions

PYRAMIDS

Created by **Gronk**

Presented by **LACMA** and the **UCLA Chicano Studies Research Center**. Curated by **Chon Noriega**.

For his new work called "Pyramids," L.A. artist Gronk will be reimaging the opera stage he originally designed and painted in 2013 for Peter Sellars's adaptation of Purcell's semi-opera "The Indian Queen" (1695). That work connected Purcell's fanciful notions of the Conquest with current issues of immigration and authoritarianism. During the run of the LA Art Show, Gronk will be painting on a full-size mock-up of a theatrical stage, providing visitors with a behind-the-curtain view of his artistic practice as well as of the set making involved in performance and media culture. Unlike a theatrical performance, the set design will be completed only after the exhibition closes and the audience is gone. Rather than see a finished work, visitors will be able to interact with the artist, participating in the process of making a "political theater" for our contemporary moment. Programs will include a dialogue between Gronk and Peter Sellars, and an impromptu performance, both using the theatrical space created by "Pyramids."

I See You, I Am Seen: On the Impact of the Diversity Apprenticeship Program

Presented by **The Broad**. Curated by **George Luna Peña**.

In recent years, initiatives to diversify art museum staff have accrued considerable currency. Although more work is still needed, the calls for greater diversity have rippled through the art world. In Los Angeles, **The Broad** has been a leading institution in this work through its innovative **Diversity Apprenticeship Program (DAP)**. A full-time, paid apprenticeship in art handling and preparations for those underrepresented on museum staffs, the DAP is shifting demographics and changing the landscape of equity in the museum field. Taking its title from a speech by educator and former Black Panther party member **Ericka Huggins** to the **American Alliance of Museums**, this space features immersive photography and video which highlight the first-hand experiences of DAP participants as they build museum careers.



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Dactiloscopia Rosa: Video Art and Queer Constructions

Presented by **La Neomudejar Museum**. Curated by **Nestor Prieto**

The exhibition will be from the archive materials, documentations and teachings from the transfeminist and queer archive of Spain's **La Neomudejar Museum**, didactic materials from the constructions of social movements that managed to pass the social perspective that existed on the LGBTQ community in the 70s, 80s and 90s in Spain under the Franco dictatorship. The audiovisual material is a compilation of demonstrations, celebrations, activist works and vintage posters. The first version of this installation outside of the Museum La Neomudejar was in 2018 at the Matadero Space in Madrid, parallel to the world pride celebration in the city. This exhibition serves as a chronology of the movement of sexual liberation of the LGBTQ community in Spain, from 1970 to 2016.

TRANSCENDIENTS: Heroes at Borders by Taiji Terasaki

Presented by **Japanese American National Museum (JANM)**. Curated by **Emily Anderson, PhD**.

TRANSCENDIENTS is a unique collaboration between artist **Taiji Terasaki** and JANM that honors the “heroes at borders,” individuals that advocate and fight for those who face discrimination, prejudice and inequity at borders both physical and conceptual. These heroes, whether known or unsung, inspire their fellow Americans, their neighborhoods and communities, government policy, and social change. By illuminating their stories, we hope to educate museum-goers about their work and inspire a spirit of unity and action in support of democracy and justice for all. This exhibition spotlights important figures working to overcome and transcend borders that reinforce discrimination, inequity, and intolerance. Whether it be those fighting to rectify human rights injustices and to counter anti-immigrant sentiments and actions, members of the LGBTQ+ community seeking equal rights, women pressing for equal pay, or religious adherents who want to worship in safety, these heroes use their personal experiences to build bridges of understanding that connect us at the core of our collective humanity.

MOLAA Pride

By artists **Leo Chiachio** and **Daniel Giannone**

Presented by **Museum of Latin American Art**. Curated by **Gabriela Urtiaga**.

In order to commemorate local and international LGBTQ+ communities around the world, **The Museum of Latin American Art (MOLAA)** is presenting an installation about diversity and pride in collaboration with world-known Argentinian artists **Leo Chiachio** and **Daniel Giannone**. The 112 ft. long textile installation was created by the artists in collaboration with more than 3,000 members of the Long Beach and Los Angeles communities during the artists' MOLAA residency between March and May of 2019. Visitors and community members were invited to contribute their own messages about the meaning of diversity and acceptance to the banner, before it was carried by over 100 volunteers at the Long Beach Pride Parade in July 2019. The Museum highlights underrepresented voices in Latin America, the US and around the world. This installation represents the commitment of MOLAA towards the values of diversity and inclusion for all.

Del Sur, Retratos de Punta Arenas y Valparaíso

By artist **Vicente González Mimica**

Presented by **AMA (Art Museum of the Americas Organization of American States)**

Curated by **Fabian Goncalvez Borrega**.

In this exhibition, González presents black-and-white portraits of two cities in the south of Chile. Like in the Charles Dickens novel *A Tale of Two Cities*, one city (London) is described as law-abiding and orderly—analogue to how the artist presents Punta Arenas—is contrasted with a largely politically agitated city (Paris), which is how González sees Valparaíso. As the artist describes: “The city is violent to me at first sight, perhaps with the character of who has made himself. It grows every day like the jungle that penetrates its streams in all the hills that make it up to reach the sea. It is not planned, it only occupies the spaces left by nature, like plants in an abandoned garden.”



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In González's Liceo series, he celebrates the individual achievements of each student, while seeing the fruits of hard work of families, teachers, and friends. They have been suspended in a time defining adolescence and hope. These students' portraits in school uniforms, in long Liceo hallways and in workshops wearing trade uniforms, is reminiscent of a hopeful past. It is as if González were evoking the ancestors who arrived to these shores to fulfill dreams and prosper. As Alfred Doblin wrote on August Sanders' portraits of German people: they are a maximized expression of the combined efforts of a social class, where the greatest achievement is the taming of individuality. He adds that it was their desire to succeed that brought them to this point, and that belonging to this place ultimately held them back as people.

"The Birth of the Niemand" Installation

Created by artist **Viktor Freso**.

Presented by **Danubiana Museum**. Curated by **Marisa Caichiolo**

The Birth of the Niemand consists of 16 large sculptures placed on a square pedestal. They represent a whole range of negative emotions that people try to hide in their lives, such as maliciousness, inferiority complex, and unhealthy self-confidence. Artist **Viktor Freso** studied in Bratislava at the Academy of Fine Arts and Design in Bratislava and in Prague at the Academy of Fine Arts where he graduated and received his diploma in 2003. Frešo belongs to the most remarkable figures of the contemporary art after the year 2000 in the region of the former Czechoslovakia. His work and overall approach to art is rather untypical but at the same time they reflect the situation in the society and culture. The artist creates sophisticated concepts and projects presenting them as seemingly simple closed "Pieces of art". He is often critical in his works and aggressively expresses his contempt of the art scene itself and its processes but with a light, humorous and playful undertone. One of the most fascinating elements of his creation is the seeming counterpoint of emphasis on huge, grandiose EGO connected with a Gesture in combination with disarming self-ironic humility. His ability to reveal dark sides of his soul or stumbles and throw them to the world regardless of consequences shift the author's concepts to broader possibilities of perception of the reasons of his work. Viktor Frešo is interested in direct, efficient, visual tools. He prefers short interval between action and reaction and conditions of quick recognition of relations between the expressing "me" and the indication "he". Therefore the form of a brief slogan suits him. Whether he intervenes into public space or exhibits in galleries he takes care that an immediate creative action shows itself in the execution – a GESTURE. Another very typical aspect is the interference into the world of media where without any respect he publicly presents his radical and often despising opinions of the society and art scene which might irritate and provoke a discussion about what is and what is not acceptable as contemporary art or just a self-centred affect of the artist. Recently among other things the author devotes himself to the art of sculpture and painting.

Subjectivity & Collecting

Presented by **Art Al Limite of Chile**

Featuring **Juan Yarur, AMA Foundation (Chile), Ca.Sa (Chile), AAL (Chile), Kim Martindale (USA), Lidia Rubinstein (USA), Kai Loebach (USA)** .

Curated by **Elisa Massardo & Marisa Caichiolo**

AAL is proud to present works from different world-class art collections focusing on the Subjectivity of Collecting in the contemporary art world today. Each collector will bring one Latin American artist from their collection. The collectors are **Juan Yarur, AMA Foundation (Chile), Ca.Sa (Chile), AAL (Chile), Kim Martindale (USA), Lidia Rubinstein (USA), Kai Loebach (USA)** .

Special Collector's Exhibition: Homeira Goldstein

Artist **Tim Tompkins** selected by collector.

Curated by **Marisa Caichiolo**

An artist in nature and vision, an avid contemporary art collector, **Homeira Goldstein** spends most of her time promoting art culture in Greater Los Angeles, and championing emerging and mid-career artists. She has also been featured on the front page of several periodicals and has been interviewed on local TV channels for the enhancing



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art culture in community life. She was honored as 2002 woman of the year by the Congress, State Senate, State Assembly, County of Los Angeles, and City of Manhattan Beach for her dynamic leadership in enriching the art environment in the Greater South Bay.

Performances

There Could Be A Monster Inside You

Performed by **PSJM Collective (Spain)**

PSJM is an art collective made up of **Pablo San José** (Mieres, 1969) and **Cynthia Viera** (Las Palmas, 1973). PSJM acts as a trademark, addressing issues of the artwork in the market, communication with consumers, or function as an artistic quality, using communication resources borrowed from spectacle and capitalism to underscore the paradoxes produced by its unbridled development. PSJM has exhibited in New York ("The Real Royal Trip... by the Arts", PS1-MOMA, in collaboration with El Perro and Aitor Méndez), Miami ("Deluxe", Galería Casas Reigner), Cologne (KunstKöln04, Galería Blanca Soto), Berlin (ART FORUM 05 and "Shopped to Death", Tuteurhaus), Sao Paulo (Galería Baró Cruz) and London ("Scope 05", Ethan Cohen Gallery), as well as in several group and solo exhibitions in Spain, such as "Globos Sonda" in MUSAC. The trademark PSJM is represented by Espacio Líquido in Gijón, Blanca Soto in Madrid, Riflemaker de Londres and Saro León in Las Palmas G.C.

At LA Art Show, PSJM will present the same performance they created for the 58th Venice Biennale, one of its corporate performances in which uniformed hostesses interact with the public in order to cause alarm and reflection. Combining marketing and totalitarianism, using the strategy of "overidentification" theorized by Žižek, the collective presents itself aesthetically, appropriating the strategies and modes of seduction of the capitalist system in an authoritarian way.

"I Will Be" - Interactive Space Intervention

Created by **Adriana Ramirez (Colombia)**

Adriana Ramirez is a conceptual artist from Colombia. Her work has been part of biennials and exhibitions in different parts of the world. They often make use of collective participation. This platform has an axis she refers to as "The Fifth Power." It is every one's capacity to decide and become the creator of his or her own destiny, and therefore the responsible of the community's future. It is based on two premises: the first is that we do not come to this world only to know ourselves, but to create ourselves; and the second: that every individual is surrounded by a social group that exists thanks to language. When one affirms something, language is used to describe reality; it means that words depend on the world which already exists; for instance, "Today it is raining." On the other hand, when one declares something, language is used to construct reality, therefore our world will depend on the words pronounced; for example, "Today I will listen before I speak."

"Diversity Walks And Talks"

By artist **Miss Art World**

Presented by **Los Angeles Art Association / Gallery 825**

Curated by **Peter Mays**

The "Diversity Walks And Talks" performance invites the diverse proclaimers of LA's culture to strut the runway in celebration of their uniqueness. A variety of participants will be pre-selected and interviewed about what diversity means to them. Their interviews will play during the runway either in video or audio format. Spectators will also be recruited live to walk the runway. A photographer at the end of the runway will document all individuals and their photos will be instantly displayed on a runway wall. This performance, like LA's fashion and celebrity culture, is high energy, fast paced, and confident.

More will be announced as it's confirmed.



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As part of the **Featured Exhibition** lineup, last year's **Ink**, a pan-Asian ink painting showcase, is returning even bigger for 2020, featuring work from the **Tokyo National Museum, CoSpace (China), Gallery Kitai (Japan)**, and many other exhibitors.

For the first time ever, LA Art Show will be hosting a special programming section named the **European Pavilion**, highlighting the world-class exhibitors hailing from Western Europe. **Patrick Painter Gallery, SM Fine Art, Zeal House, Mizuma Art Gallery** and **Kamiya Co., LTD** are all returning for **CORE**.

Since its inception, the **LA Art Show** has spear-headed the rise of the city as a world-class art destination. In 2009, the show was named as the anchor event of **Los Angeles Arts Month** by the **City of Los Angeles**, and its move to the LA Convention Center is largely credited for instigating the revival of DTLA. Over the course of its 25 years, the show has also showcased some of the most talked-about exhibitions and performances in the world. In 2010, LA Art Show launched street art into the mainstream with an exhibition featuring live painting by legends like **Retna** and **Mear One**. In 2014, LAAS premiered **Venice Biennale** artist **Zhang Yu's** "Fingerprints" exhibition before showcasing works at the **Metropolitan Museum of Art**. More recent editions of the LA Art Show have exhibited **Lluis Barba's** "Traveller in Time: The Fragility of the Historical Memory and Political Powers," **Raphael Montañez Ortiz's** couch destruction performance, **Eugenia Vargas Pereira's** "Talking Head Transmitter," and more.

"For 25 years, LA Art Show has been raising the profile of the LA art scene, as well as bringing more and more compelling art to our market," says LA Art Show producer **Kim Martindale**. "I'm excited by the clear impact this has had on our city and looking forward to expanding the show even further."

Gallery applications are currently being accepted. Apply at www.laartshow.com/exhibitor-application. For more information please contact info@laartshow.com or call 310.822.9145. More information will be announced as it is confirmed.

About Marisa Caichiolo

Marisa Caichiolo is an Argentinean artist, curator and international art consultant currently living in Los Angeles. She studied art history and curatorial studies and holds a double PhD in Art History and Psychology. Her research focuses primarily on the impact that social and political changes have on society, and she explores cultural exchanges and fluctuations at both the theoretical and the practical level. Her curatorial projects span a wide range of topics and have been shown internationally at some of the world's most prestigious museums and institutions, such as MUSA Museum of the Arts in Guadalajara, (Mexico); Centro Cultural Kirchner in Buenos Aires, (Argentina); DOX Contemporary Arts Center in Prague (Czech Republic); Frost Museum in Miami (USA); PVC Palos Verdes Cultural Center in Palos Verdes (California); Building Bridges Art Foundation in Los Angeles (California); KATARA Cultural Center in Doha (Qatar); Sharjah Museum of Contemporary Art, Dubai (Emirates); Museum of Anaheim in Anaheim (California); Telefónica Art Foundation in Santiago de Chile (Chile), among many others.

Caichiolo is also the Founder and Director of Building Bridges Art Exchange – an international non-profit organization based in Los Angeles dedicated to the promotion of critical thinking through art, research and local and international exchange programs with the organization's multiple partners (i.e. art institutions, schools, universities, artists in residence, etcetera) across the world. She is also an active Board Member of the Bugatti Foundation in Italy and NOW ART LA in Los Angeles. She has also been part of the curatorial team at several International Biennials like the Casablanca Biennale, the Sharjah Biennale, the Project Behind The Wall at the Cuban Biennale and the Biennial of the Americas in Denver, Colorado among others.

About the LA Art Show

The LA Art Show creates one of the largest international art fairs in the United States, providing an exciting, immersive, insider art experience to sponsors, their select guests and VIP clients. The show attracts an elite roster of national and international galleries, acclaimed artists, highly regarded curators, architects, design professionals, along with discerning collectors. This innovative, exceptional cultural environment attracts executives and board members of Southern California businesses, state, county, and municipal government representatives, as well as



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leaders of the region's cultural institutions. Attendees are trendsetters, influencers and alpha consumers, who seek and demand the newest and the best in all areas of their lives—art, design, food, technology and travel being specific passion points. www.LAArtShow.com