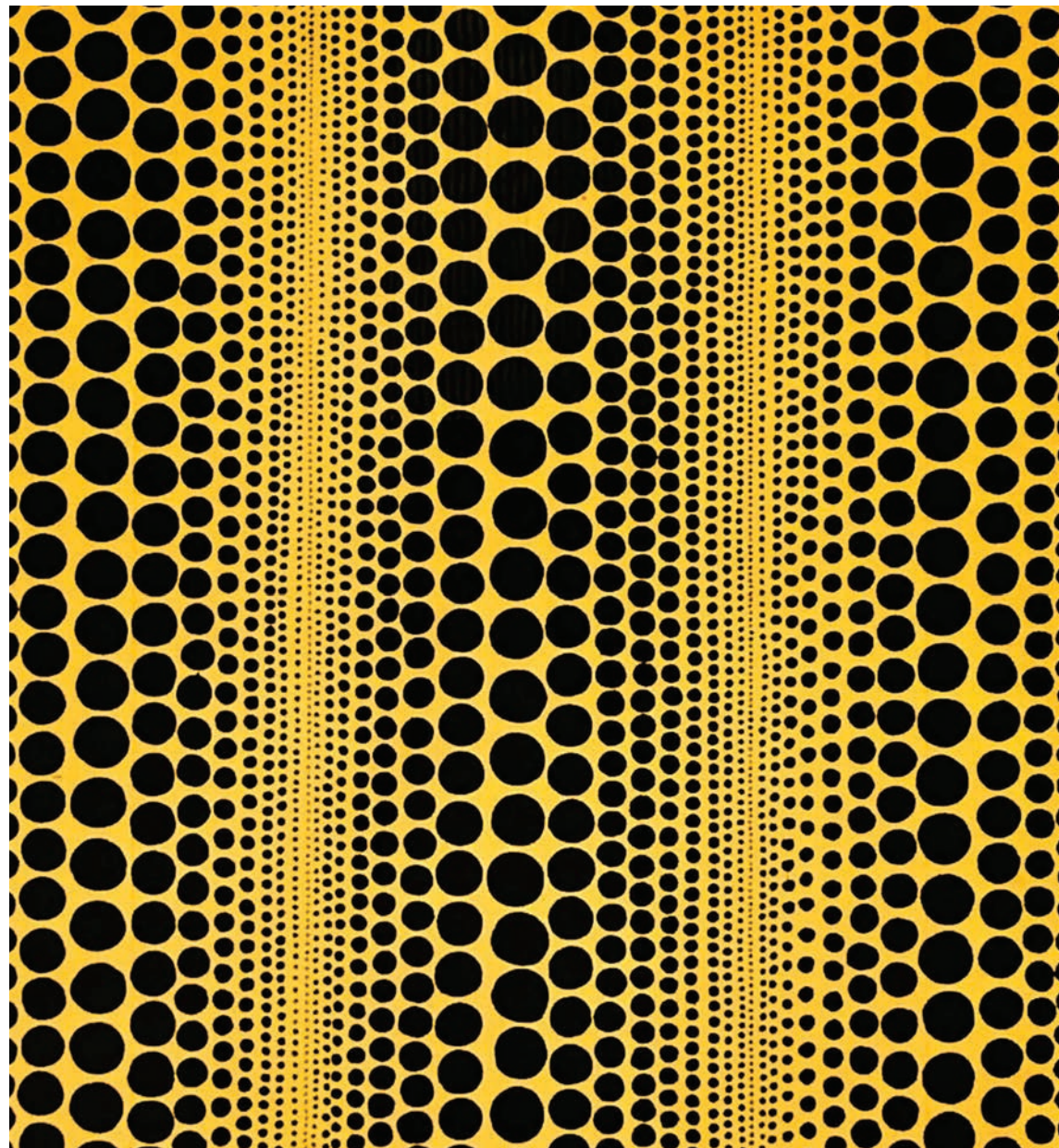
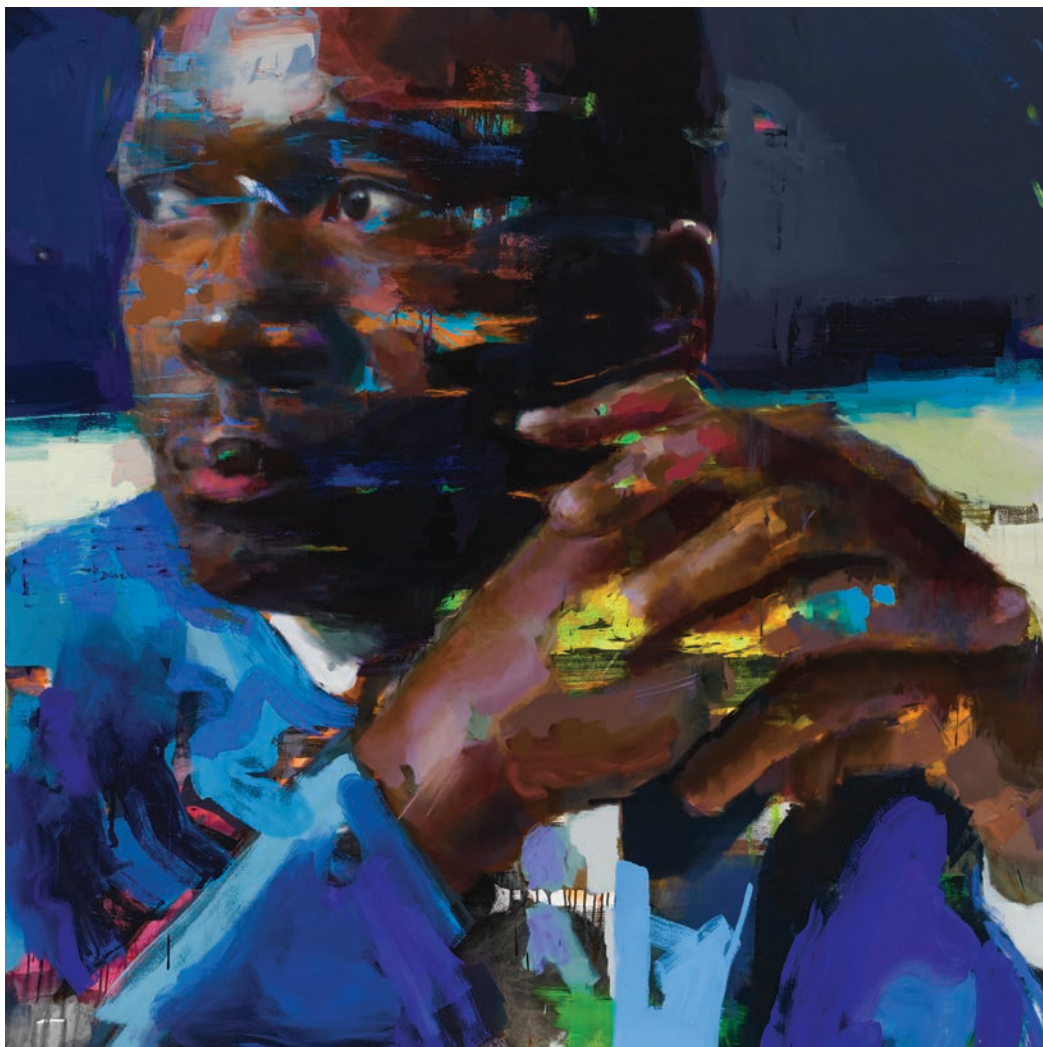




MODERN + CONTEMPORARY

# EXHIBITOR DECK

July 29 - Aug 1, 2021







MODERN + CONTEMPORARY

# WELCOME TO THE LA ART SHOW

APPLICATIONS ARE NOW BEING ACCEPTED FOR THE 26TH EDITION, JULY 29 - AUGUST 1, AT THE LA CONVENTION CENTER.

The West Coast's premiere art fair will continue its tradition of offering a platform for today's leading galleries representing established and emerging artists at the forefront of modern and contemporary art.

The LA Art Show is the perfect cultural event for seasoned collectors and new collectors alike as more than 70,000 people descend on LA to consume art. The LA Convention Center is home to the fair, offering an expansive 200,000 square feet of exhibition space, and is the only venue that can accommodate an international show of this magnitude and caliber.



# SHOW HIGHLIGHTS

MODERN + CONTEMPORARY







# LA CONVENTION CENTER // A WORLD CLASS VENUE

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The LA Convention Center is strategically situated at the city's dynamic epicenter in downtown Los Angeles, or DTLA. As Southern California's most technologically advanced green venue, the space features soaring ceilings and an open plan, including one of the largest dedicated parking structures in the entire city with over 15,000 spaces within the immediate vicinity.

## **DTLA REPRESENTS 8.6 SQUARE MILES OF EXCEPTIONAL OFFERINGS IN DINING, ARTS, CULTURE, AND ENTERTAINMENT:**

- the Arts District dense with galleries
- a bustling high-rise Financial District and Civic Center
- LA LIVE!, an entertainment complex that includes the Nokia Theatre, the Staples Center Arena, trendy restaurants, The Ritz Carlton Hotel and Residences; it's also the venue for the Grammy Awards
- the Music Center, home to the Dorothy Chandler Pavilion, Ahmanson Theater, Mark Taper Forum, and Walt Disney Concert Hall
- lively Chinatown, Little Tokyo, Koreatown, Mexican town, and the landmark Grand Central Market, a covered street food collective





# WE DELIVER

The LA Art Show delivers impressive numbers on every level. From the size of the venue to our marketing reach our message is strong. We Deliver.

- **200,000** Square Feet
- **120** Galleries
- **20** Countries
- **35** Million in Sales
- **20,000** Works Of Art
- **70,000** Attendees
- **15,000** Parking Spaces
- **300** Journalists
- **500** Articles
- **5 Billion** Media Impressions
- **2 Million** Web Hits
- **90,000** Addresses within E-Mail Database
- **250,000** LA Art Show Site Hits
- **375,000** Total Branded Emails Distributed
- **90,000** Branded Save the Date Promotions Distributed
- **160,000** Branded Marketing Brochures Distributed
- **8,000** LA Art Show Catalogs with Sponsor Advertising & Welcome Letter
- **150** Show Staff
- **10,000** Opening Night Invitations for Top Collectors, Celebrities, Major Museums & Cultural Institutions
- **20,000** emails to St Jude donors promoting Opening Night
- **360,000** Exclusive Printed Collateral Including, Save the Date Promotions & Press Inserts in the NY & LA Times
- **5** Days Open
- **5 Million** Social Media Impressions: Facebook, Instagram, Twitter & Snapchat



# COMMUNITY ENGAGEMENT

Los Angeles has emerged as a global epicenter of art & culture, with a distinct, interwoven multi-cultural influence unique to the city. In addition to the compelling combination of galleries at the show, the LA Art Show prides itself on engaging with our richly diverse communities.

As a city, diversity is one of our celebrated strengths and art is most impactful when it includes or transcends all borders. Our community-centric efforts:

**DIVERSEartLA** - Capitalizing on the city's position on the Pacific Rim, DIVERSEartLA is a special programming section devoted to nurturing the creative energy of local and international collectors, artists, curators, museums and non-profits by connecting them directly with audiences in Los Angeles.

**ST. JUDE CHILDREN'S RESEARCH HOSPITAL®** - We remain inspired by the work of St. Jude Children's Research Hospital® and are honored to partner with them as our benefiting charity for the last seven years. Ticket proceeds from our Opening Night Premiere support the lifesaving mission of St. Jude: Finding cures. Saving children.®

**VIP PROGRAM** – Our VIP Program represents one of the pillars in our multi-pronged strategy to support our exhibitors and partners in outreach initiatives to their top collectors and clients by cultivating a dialogue and relationship with VIP Red Card members.

- Expansion of DIVERSEartLA to further our international commitment to bring leading exhibitions to the show such as Marta Minujín and Andrés Parades (presented by CCK — Buenos Aires, Argentina)
- Special outreach to the celebrity collector community through agents and managers offering complimentary Opening Night Gala tickets







# DIVERSEartLA

DIVERSEartLA dedicates over 50,000 square feet to curated performance art, installations, exhibits and programs focusing on major museums and art organizations such as LACMA, MOLAA, The Broad, UCLA Chicano Studies Research Center, Arte Al Límite, The Los Angeles Arts Association, Art AMA | Art Museum Of The Americas, Danubiana Museum Bratislava, and the Japanese American National Museum.

## 2020 HIGHLIGHTS

- PYRAMIDS BY GRONK | Curated by Chon Noriega | Presented by LACMA & UCLA Chicano Studies Research Center
- VIKTO FRESO | Curated by Marisa Cachiolo | Presented by Danubiana Museum Bratislava
- VICENTE GONZALES MIMICA | Curated by Fabian Gonzales | Presented by AMA/Art Museum of the Americas
- DACTILOSCOPIA ROSA | Curated by Nestor Prieto | Presented by Museo La Neomudejar
- CHIACHIO & GIANNONE | Curated by Gabriela Urtaga | Presented by MOLAA
- THE TRUE LOVE OF COLLECTING | Curated by Marisa Cachiolo & Elise Massardo | Presented by Arte Al Límite
- THERE COULD BE A MONSTER INSIDE YOU | Curated by Marisa Cachiolo | Presented by PSJM Collective (Canary Islands)
- MISS ART WORLD | Curated by Peter Mays | Presented by The Los Angeles Arts Association/Gallery 825
- TAIJI TERASAKI | Curated by Emily Anderson, PhD | Presented by Japanese American National Museum

## PAST HIGHLIGHTS

- ANDRÉS PAREDES | Curated by Gabriela Urtiaga | Presented by CCK (Buenos Aires, Argentina)
- MARTA MINUJÍN | Curated by Gabriela Urtiaga | Presented by CCK (Buenos Aires, Argentina)
- 27 PECES / 27 FISH | By Cristian Castro | Curated by Carlos Ortega | Presented by MOLAA
- SHRED YOUR WORRIES / PIANO DESTRUCTION RITUAL / COUCH DESTRUCTION: FREEING THE ANGEL  
by Raphael Montanez Ortiz | part of Fragments From Home | Curated by Chon Noriega | Presented by LACMA
- METAPHYSICAL OROZCO | Curated by Laura Ayala | Presented by MUSA | Guadalajara



THE BROAD

LACMA

mola  
MUSEUM OF LATIN AMERICAN ART

LNM  
La Neomudejar

Los Angeles Art Association

AAL  
ARTE AL LIMITE

OAS | AMA

UCLA  
CHICANO STUDIES RESEARCH CENTER

janm  
JAPANESE AMERICAN  
NATIONAL MUSEUM

Danubiana  
MUSEUM OF CONTEMPORARY ART

cck

MOC  
THE MUSEUM OF CONTEMPORARY ART

AAL  
ARTE AL LIMITE

M  
A  
F

ART  
SHARE L.A.





MODERN + CONTEMPORARY

# DIVERSEartLA

## 2020 HIGHLIGHTS







## 2020 OPENING NIGHT PREMIERE PARTY BENEFITING ST. JUDE CHILDREN'S RESEARCH HOSPITAL

### HOST: SOFÍA VERGARA

We remain inspired by the work of St. Jude Children's Research Hospital® and are honored to once again partner with them as our benefiting charity in 2020. A portion of ticket proceeds from our Opening Night Premiere supported the lifesaving mission of St. Jude: Finding cures. Saving children.®

Funds raised on Opening Night help ensure that no family ever receives a bill from St. Jude for treatment, travel, housing, and food. Our partnership with St. Jude and the show's Opening Night has spanned the last 7 years, and in 2020 we raised nearly \$80,000 together.

More than 6800 art enthusiasts attended the Opening Night Premiere, which included an early preview of the exhibits, live music and performance art, exquisite beverages and hors d'oeuvres from over 30 of Los Angeles' finest restaurants and spirits companies. Numerous celebrity guest appearances, an exclusive VIP Red Card pre-opening event for prominent collectors, acclaimed performance pieces, and strong gallery sales blended together to create an exquisite evening of art and philanthropy.

The LA Art Show was proud to have the support of Sofia Vergara as our Official Host for this year's Opening Night Premiere, extending the tradition of prominent entertainment industry icons supporting St. Jude and the LA Art Show.

Benefiting



St. Jude Children's  
Research Hospital

### PAST HOSTS



KATE BECKINSALE | 2019  
*Official Host*



GAVIN ROSSDALE | 2019  
*Art Ambassador*



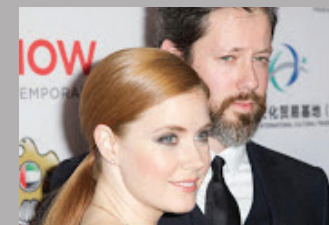
JON HAMM | 2018



EMMA ROBERTS | 2017



ANNE HATHAWAY &  
ADAM SHULMAN | 2016



AMY ADAMS &  
DARREN LE GALLO | 2015





# VIP PROGRAM

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The LA Art Show VIP Program was conceived to provide our inner circle of patrons, donors and avid collectors a highly personalized art show experience. It also represents one of the pillars of our multi-pronged effort to support our exhibitors and partners through outreach initiatives to their top collectors and clients.

VIP Red Card members look forward to a host of exclusive perks, and enjoy greater opportunity and access to engage with gallery owners, artists, and museum leaders at the forefront of contemporary art.

Membership is primarily open to museum directors, curators, gallery owners and collectors. Membership privileges include:

- Access to our password-protected VIP website
- Invitation to VIP Red Card Special Collectors' Preview
- Opening Night Premiere Party complimentary admission
- First look privilege and opportunity to view and purchase art before the general public
- One complimentary show catalog (while supplies last, valued at \$25)
- Invitation to parties and events reserved for VIPs
- Access to VIP Lounge during regular show days and hours
- Unlimited admission to the LA Art Show during regular show days and hours

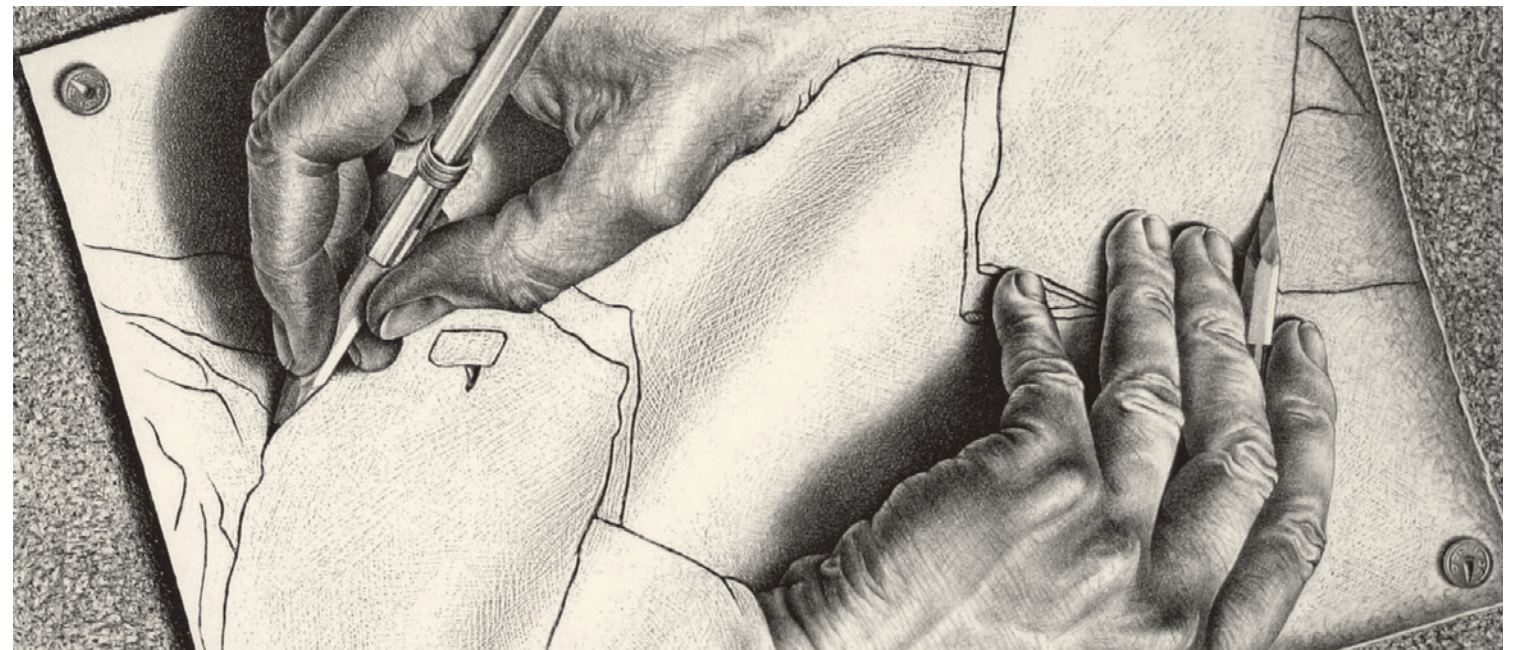


# FEATURED EXHIBITIONS

Curated special exhibits presented by participating galleries showcase impactful, thought-provoking artistic expression.

## 2020 HIGHLIGHTS

- THE WORKS OF M. C. ESCHER | PRESENTED BY WALKER FINE ART
- ICONOCLASTS BY KAZU HIRO | PRESENTED BY COPRO GALLERY
- REQUIEM AND REVIVAL BY SOGEN CHIBA | PRESENTED BY GALLERY KITAI
- CHOI YOUNG WOOK | PRESENTED BY SM FINE ART
- BAUA DEVI | PRESENTED BY ARUSHI ARTS
- ERIC JOHNSON | PRESENTED BY FABRIK PROJECTS
- LORENZO MARINA | PRESENTED BY BRUCE LURIE GALLERY
- RYAN SCHUDE | PRESENTED BY BG GALLERY







July 29 - August 1

**THE MOST  
COMPREHENSIVE  
ART SHOW IN  
AMERICA**

2021 | LA CONVENTION CENTER | WEST HALL | LAARTSHOW.COM

# MARKETING

The LA Art Show continues to innovate and expand the Brand by advertising with trusted media outlets that reach our target audiences. Layered multi-faceted campaigns

- **PRINT ADVERTISING:** INTERNATIONAL, NATIONAL, AND LOCAL, IN THE LA TIMES (FULL PAGE), THE NEW YORK TIMES (1/4 PAGE, NATIONAL), ARTFORUM (FULL PAGE), THE ART NEWSPAPER (6 X INSERTION FULL PAGES), ARTAM GLOBAL ART & DESIGN (TURKEY, 1/2 PAGE), GALLERY (CHINA, FULL PAGE)
- **ART LEADER PARTNERSHIPS:** ARTSY, ARTNET, ARTNEWS, ARTPRICE
- **NEW YORK TIMES INSERT:** BROCHURE INSERT, LA CIRCULATION 58K
- **NATIONAL TV:** HERE TV ~ 60 MILLION CABLE HOMES
- **LOCAL TV:** KCET & PBS SOCAL
- **LOCAL RADIO:** KCRW & KPCC
- **BANNER AD CAMPAIGN:** EXTENSIVE BANNER AD CAMPAIGN: LA TIMES ONLINE, ARTFACTS, ARTPRICE,
- **WIDEWALLS, FABRIK, ARTNET, PBS, KCET, HERE TV, AND INCLUDING ALL MEDIA PARTNERS WITH COMBINED IMPRESSIONS OF 30MM+**
- **5 MILLION SOCIAL MEDIA IMPRESSIONS:** FACEBOOK, INSTAGRAM, TWITTER & SNAPCHAT
- **PROGRAMMATIC ADVERTISING ~ MULTIVIEW ~ ONLINE TARGET MARKETING REACHING BUYERS BASED ON BEHAVIOR**
- **LA ART SHOW INCLUSION WITHIN PALM BEACH SHOW GROUP NATIONAL MARKETING OUTREACH YEAR- ROUND TO 100'S OF 1000'S**
- **OVER 20,000 GALA INVITATIONS FOR TOP COLLECTORS, CELEBRITIES, AND MAJOR DONORS. • 60,000 "SAVE-THE-DATE" PROMOTIONS**
- **100,000 TWO-FOLD FULL-COLOR BROCHURES DISTRIBUTED NATIONALLY AND INTERNATIONALLY • 30 + EMAIL BLASTS REACHING HUNDREDS OF THOUSANDS OF INTERESTED RECIPIENTS**
- **OVER 30MM IN MEDIA IMPRESSIONS PROVIDED BY MARKETING LA ART SHOW 2018 MEDIA PARTNERS**





# MEDIA PARTNERSHIPS

The LA Art Show closely collaborates with many media outlets and trade publications. Our partners are granted exclusivity of content, access for interviews with show producers, artists, curators and celebrities.

Depending on the level of participation, partners are also offered branding in show collateral materials, signage, booth space and more. These mutually beneficial alliances provide a broader media reach allowing greater exposure for exhibiting galleries.

**MEDIA SPONSORS:** PBS SOCAL, Here TV, KCET

## MEDIA PARTNERS

89.3 KPCC, American Art Collector, Artscene, Art Absolute, Art Gallery Magazine, Art Patron Magazine, Art World Magazine, Artillery Magazine, Artnet.com, Artprice.com, ARTSY, Basic Magazine, Blouin Gallery Guide, Business Jet Traveler Magazine, Cartwheel Art, Coagula Art Journal, Discover Hollywood, Downtown Weekly, Fabrik Magazine, FLAUNT, FORM Magazine, Juxtapoz Magazine, KCRW 89.8, LA Art News, LA Art Party, LAArtsOnline, LA Weekly, Private Air Luxury Homes, Santa Fean

Magazine, Southwest Art Magazine, The Magazine, Tribal Art Magazine, Vellum Magazine, Visual Art Source, Western Art Collector, Widewalls.

## MEDIA AFFILIATES

Apollo Art Magazine, Modern Magazine, Art & Antiques Magazine, Modern Luxury, Antiques & Fine Art Magazine, Hi-Fructose, Incollect Magazine, Western Art & Art Collector, The Magazine Antiques





# PRESS

## Los Angeles Times

EN VIDEO. El arte latino independiente brilla en la nueva edición del LA Art Show



El artista latino local Grank ante la ambiciosa obra que presenta en el segmento DIVERSEartLA del LA Art Show. (Armando Garcia)

By SERGIO BURSTEIN | WRITER  
FEBRERO 7, 2020 | 3:33 PM

Pese a que se surgió como una feria dedicada a promover el arte que se suele encontrar en las galerías y, por lo tanto, como una empresa de fines comerciales muy definidos, el LA Art Show ha venido ampliando sus horizontes de manera decisiva a lo largo de los últimos años.

En ese sentido, ha resultado fundamental la participación de la curadora argentina Marisa Caichiole, quien se ha encargado de darle vida a DIVERSEartLA, un segmento de la muestra masiva que ha ido creciendo con el paso del tiempo y que ocupa un espacio generoso y necesario en la edición actual del mismo evento, que abrió sus puertas el miércoles pasado y las cierra el domingo de esta semana.

Mientras la mayor parte de la feria sigue abocada a la difusión y la venta de obras de gran alcance, el DIVERSEartLA del 2020 es algo así como el escenario alternativo de

PEOPLE ART FASHION MUSIC F L A U N T PARTIES VIDEO DETOX STORE



### KAZU HIRO | LA ART SHOW

LA WEEKLY



### THE L.A. ART SHOW'S 25TH RED CARPET WELCOME

## ADVOCATE

### MOLAA Pride arrives at the L.A. Art Show.

A whole lot of Pride is arriving at the L.A. Art Show.

Latin American artists Leo Chiachio and Daniel Giannone will debut their Museum of Latin American Art exhibition, "MOLAA Pride," at the annual art gathering in the City of Angels.

The exhibition is composed of messages from over 3,500 people — residents of the Los Angeles and Long Beach, Calif., areas — who were asked to reflect on the meaning of diversity and how it should be celebrated and lived.

Over the course of three months, panels with the written responses were then sewn together by the artists into a 120-foot-long rainbow textile installation that debuted at Long Beach Pride in 2019. It was created under the curatorial direction of Gabriela Uriaga.

"To present the flag at the L.A. Art Show together with MOLAA



ART SY

The LA Art Show's Lintropia Will Present MARGARET KEANE With Lifetime Achievement Award, Honor JUXTAPOZ Co-Founder GREG ESCALANTE



December 18, 2017 | Los Angeles, CA — For the past four years, the Lintropia section of the LA Art Show has been one of the most trafficked areas of the fair, giving space to some of the newest and freshest voices in the contemporary art world. Curated by Red Truck Gallery, Lintropia has showcased some of the latest rising low-brow and pop art galleries, curators and artists in the world.

## Los Angeles Times

Essential Arts & Culture: Leonard Bernstein at 100, MLK tribute, peeling back the White House facade

By CAROLINE A. WOODWARD

OROZCO AT L.A. ART SHOW

Amid the many commercial art displays at the massive L.A. Art Show, which runs through Sunday at the L.A. Convention Center, is an unusual video mapping projection of murals by Mexico's José Clemente Orozco. On view at DIVERSEartLA, a section of the L.A. Art Show curated by Marisa Caichiole, the multimedia installation of murals from MUSA, the Museum of the Arts at Guadalajara, is part of an attempt by the organizers "to bring a more museum-driven element to the annual fair," writes Catherine Womack. "It's not something you will buy a poster to have in your house," MUSA exhibition and education director Laura Ayala says. *Los Angeles Times*



## Los Angeles



### Check Out Some of Our Favorite Pieces From the Massive L.A. Art Show

The annual fair returns to the Convention Center for its 24th year

January 13, 2018 | Andrew Brown | Art | 0 Comments  
With over 90 galleries in attendance, walking into the annual L.A. Art Show at the Convention Center can be a bit disorienting. The expansive, brightly lit space is filled with a dizzying display of art that's as diverse as Los Angeles itself.



LA ist



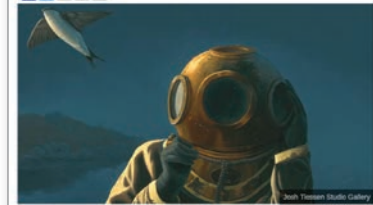
Through SUNDAY, FEBRUARY 9  
L.A. Art Show  
Los Angeles Convention Center — 1201 S. Figueroa St., downtown L.A.  
The huge international contemporary art show is the latest installment in L.A.'s 2020 art season. The city's longest-running art fair celebrates its 25th year, with more than 120 galleries from 20 countries. Programming includes DIVERSEartLA and performances by Adriana Ramirez, PSJM Collective and Miss Art World. Fashion programming honors designer Sue Wong. The show donates 100% of the proceeds from the sale of patron tickets and 15% of the proceeds of opening night tickets to St. Jude Children's Research Hospital.  
COST: \$40 - \$300; MORE INFO



### Discover Fresh Artists at the Mega LA Art Show

It's L.A.'s "largest international art fair," and it's back for its 23rd annual outing. By Alysa Gray-Fraser

Published at 12:17 PM PST on Jan 11, 2018 | Updated at 12:22 PM PST on Jan 11, 2018



## The Guardian

### Black Mirror star Aldis Hodge paints a portrait of divided America

The actor has collaborated with artist Harmonia Rosales to create a series of images of the "verifying" reality of racism in the US



Gayle on the Go

### Saturday "Gayle on the Go!" /// Saturday, February 8th, 2020

FREE! - 28th Annual Exhibition

### ART OF MOTION PICTURE COSTUME DESIGN

FIDM Museum & Galleries  
919 South Grand Avenue  
Los Angeles

[fidmmuseum.org](http://fidmmuseum.org)



## WIDEWALLS

LA Art Show 2018 - The Region's Foremost Celebration of the Visual Arts



December 11, 2017

The new host for exciting growth in the art market, Los Angeles has announced an exciting celebration of art & culture.



# SHOW DETAILS

## LOCATION:

LA Convention Center | West Hall  
1201 South Figueroa St. Los Angeles, CA 90015

## SHOW DATES:

July 29 - August 1, 2021

## OPENING NIGHT PREMIERE::

Thursday, July 29, 2021

VIP Red Card Special Collectors' Preview

Invitation Only | 6-11PM

## SPECIAL VIP SHOW HOURS

Friday, July 30 - Sunday, August 1, 2021 | 10am - 12pm

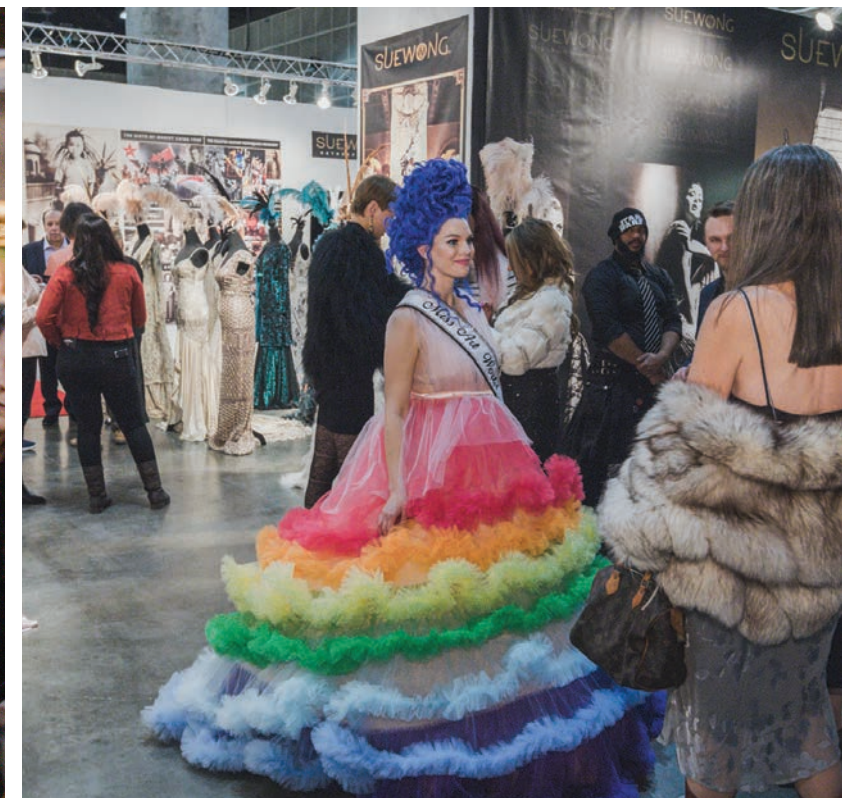
## GENERAL HOURS:

Friday July 30, 2021 12pm - 8pm

Saturday July 31, 2021 12pm - 8pm

Sunday Aug 1, 2021 12pm - 8pm

**General Admission, One Day Ticket: \$30**







MODERN + CONTEMPORARY

# 2021 LA ART SHOW OFFICIAL FLOOR PLAN

Modern & Contemporary
Roots
Project Spaces
Works on Paper
European Pavillion
Media
DIVERSE art LA
Latin American Pavillion





# BOOTH INFORMATION + PRICING

## LA ART SHOW EXHIBITORS

Exhibitors may choose from booth sizes ranging from 96 ft<sup>2</sup> (8.1 m<sup>2</sup>) to 960 ft<sup>2</sup> (89.2 m<sup>2</sup>). All booths include 12' or 10' high perimeter white painted hard walls (height depending on location), polished concrete floors, one 4-foot table and two chairs, booth signage, drayage, basic interior booth lighting and one full page ad in the show catalog. Basic truss system lighting is included in your booth rental.

There will be additional fees for extra lighting and walls, custom paint, booth carpet, Wi-Fi, special construction, rigging, electrical services, shelving, and sculpture pedestals.

## BOOTH PRICING

### MODERN + CONTEMPORARY / CORE / ROOTS / EUROPEAN PAVILLION

FT <sup>2</sup> (M <sup>2</sup> )	LIGHTS	USD \$
192 ft <sup>2</sup> (17.8 m <sup>2</sup> )	14 lights	\$12,835
240 ft <sup>2</sup> (22.3 m <sup>2</sup> )	18 lights	\$16,044
360 ft <sup>2</sup> (33.4 m <sup>2</sup> )	22 lights	\$24,066
480 ft <sup>2</sup> (44.6 m <sup>2</sup> )	26 lights	\$28,584
720 ft <sup>2</sup> (66.9 m <sup>2</sup> )	33 lights	\$42,876
960 ft <sup>2</sup> (89.2 m <sup>2</sup> )	40 lights	\$57,168

### WORKS ON PAPER / PROJECT SPACE / LATIN AMERICAN PAVILLION

FT <sup>2</sup> (M <sup>2</sup> )	LIGHTS	USD \$
96 ft <sup>2</sup> (8.1 m <sup>2</sup> )	4 lights	\$5,754
128 ft <sup>2</sup> (11.9 m <sup>2</sup> )	8 lights	\$7,246





The producers of the LA Art Show invite you to join us for our upcoming show, July 29 - August 1, 2021. Applications will be accepted through April 1, 2021. Our objective is to offer a compelling line-up of galleries from around the globe to our discerning attendees. Our selection committee is committed to upholding the highest standards to ensure a successful show for exhibitors.



LA OFFICE:

Tel: 310 822 9145  
9903 Santa Monica Blvd Suite 470  
Beverly Hills CA 90212  
info@laartshow.com  
laartshow.com

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CULTURAL PARTNERS



MEDIA SPONSORS



SHOW PARTNERS



CIVIC PARTNER

