



MODERN +
CONTEMPORARY

JULY 29 - AUG 1
2021

The Most Comprehensive International Contemporary Art Show in America

LA Art Show News

First Live Art Show to Join the NFT Conversation!

Now only six weeks away, the special Summer Edition of the LA Art Show will include unprecedented special programming, surveying some of the latest technological trends in the art world, while continuing to present an exciting selection of conventional artwork from around the globe. For the 2021 edition of the fair, we look forward to highlighting some of the most compelling developments in art, including AR, VR, and NFTs, creating a forum for visitors to discover and marvel at the newest artforms. A complement to the design focus and more traditional mediums the show is known for, this new programming is geared to introduce attendees to new concepts in art, making groundbreaking digital art and technology more accessible.



Continuing in our tradition of showcasing a broad range of programming, the LA Art Show is thrilled to announce details for the NFT section of the show. Vellum LA, the first physical gallery for NFT-backed digital art in Los Angeles, (launching in September) presents Sea Change, a physical NFT exhibition in partnership with SuperRare, the show's official marketplace partner. Created with the goal of reinventing art collecting for the digital age, SuperRare is a pioneering online, peer-to-peer marketplace for premium, single edition NFTs built on the Ethereum blockchain.

The goal of Vellum LA is to situate the digital and crypto art communities within the context of art history, while educating the public on the potential impact NFTs may have on the future of art and culture. This collaborative exhibition will present work by new media and digital artists who address our inevitable technological immersion, exploring the new language, materiality and logic of the metaverse. Curated by Nxt Museum curator Jesse Damiani and StandardVision curator Sinziana Velicescu, the artworks will be exhibited on StandardVision's LumaCanvas displays, developed specifically for Sea Change and designed to be the first ever collector/museum-grade digital art display canvases.



DIVERSEartLA Highlight: Tiffany Trenda: Un / Seen
Femininity Performance Art + Augmented Reality

One the anticipated highlights of the LA Art Show's new digital art section is a presentation by Tiffany Trenda, a multidisciplinary performance artist who will be featured as part of this year's DIVERSEartLA curated by Marisa Caichiolo. Exploring the relationship of the female body to today’s evolving technologies, Trenda will be working with DIVERSEartLA to safely bring live performance to the LA Art Show, coordinating a viewing experience for attendees via QR code. Viewers may interact with the artist using their cell phones in real-time via volumetric video recording. The performance will transform in real-time based on the actions and gestures of the public. Viewers can tap on the screen in real time to create fingerprints on the artist’s body. The artist's face will become more defined as the individual viewer interacts with the artist.

A hybrid of holographic, physical and animation, *Un / Seen* is presented within a simulated experience of a garden. Conceptually, Trenda considers the ambiguity of the virtual, in that viewer and creator can remain anonymous, through layers of real and not real, seen and not seen. Performing in another location off-site, the artist can only hear the public, while the public can only see the artist as a hologram on a mobile device. *Un / Seen*, is part of the series, Amygdala, an on-going two-year-long project that presents the female body through different virtual platforms using troupes and feminist archetypes.

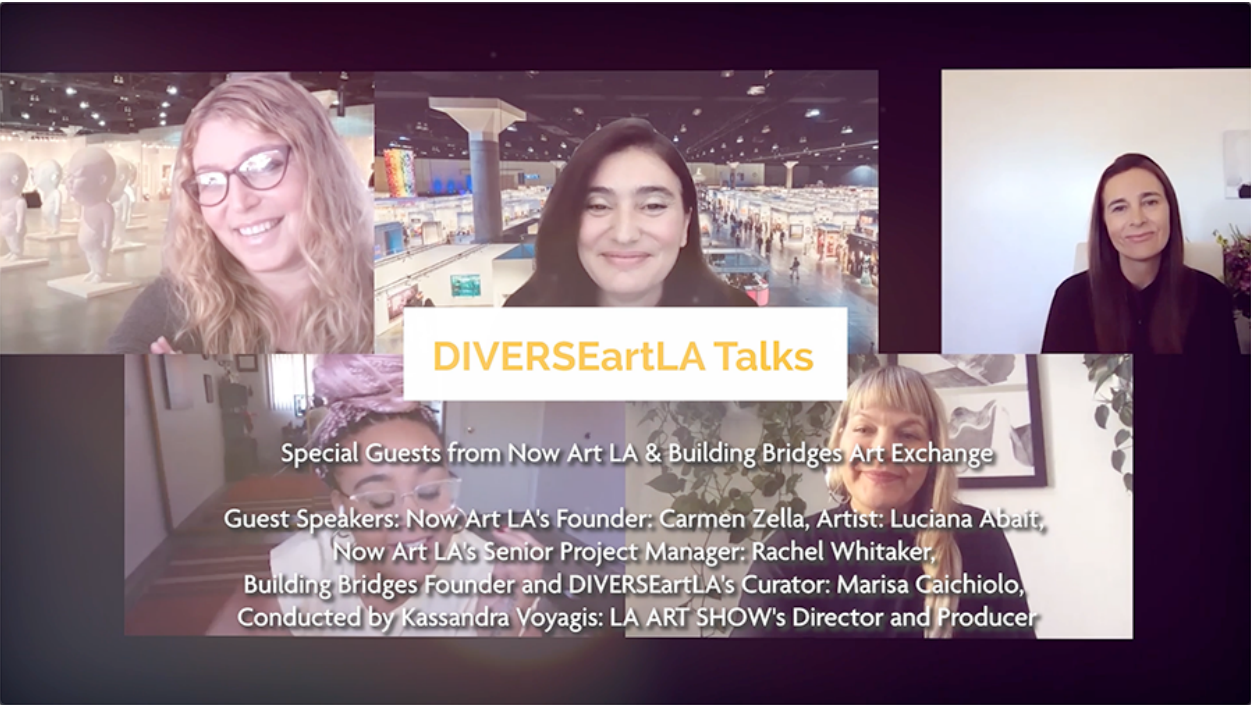


Don't miss it! For ticket information, see below or [click here](#).

June DIVERSEartLA TALK Now Online
with special guests from Now Art LA and Building Bridges Art Exchange

We hope you have a chance to view the June edition of our virtual DIVERSEartLA Talks, the last talk in the series before the LA Art Show. Hosted by LA Art Show director Kassandra Voyagis, in the June program, Now Art LA founder Carmen Zella, artist Luciana Abait and Now Art LA senior project manager Rachel Whitaker speak with Building Bridges founder and DIVERSEartLA curator Marisa Caichiolo. An opportunity to learn more about the DIVERSEartLA program and its vital role in the LA Art Show, this monthly series of virtual discussions focuses on the contribution and museum presence of women and non-binary artists on the research and documentation of art, science and technology.

Tune in for the last virtual talk in this series on the [LA Art Show website](#).



PURCHASE WORKS ONLINE:
LA Art Show Partners with Artsy!



We’re thrilled to announce our partnership with Artsy for the LA Art Show Summer 2021 edition! The leading online marketplace for discovering, buying and selling fine art, Artsy is the exclusive digital marketplace for the LA Art Show. Participating galleries will be featured on the Artsy website, allowing viewers to view and purchase art online even if you can’t attend the show! Using Artsy’s special interior room mock-up tool, you’ll also be able to get a virtual preview of how an artwork would look in your home.

Artsy will launch a digital preview of the fair on July 26.

View the LA Art Show page on Artsy [here](#)

St. Jude Showcases Artwork Conveying Message of Hope

The LA Art Show is honored to welcome back St. Jude as our charity partner this year.

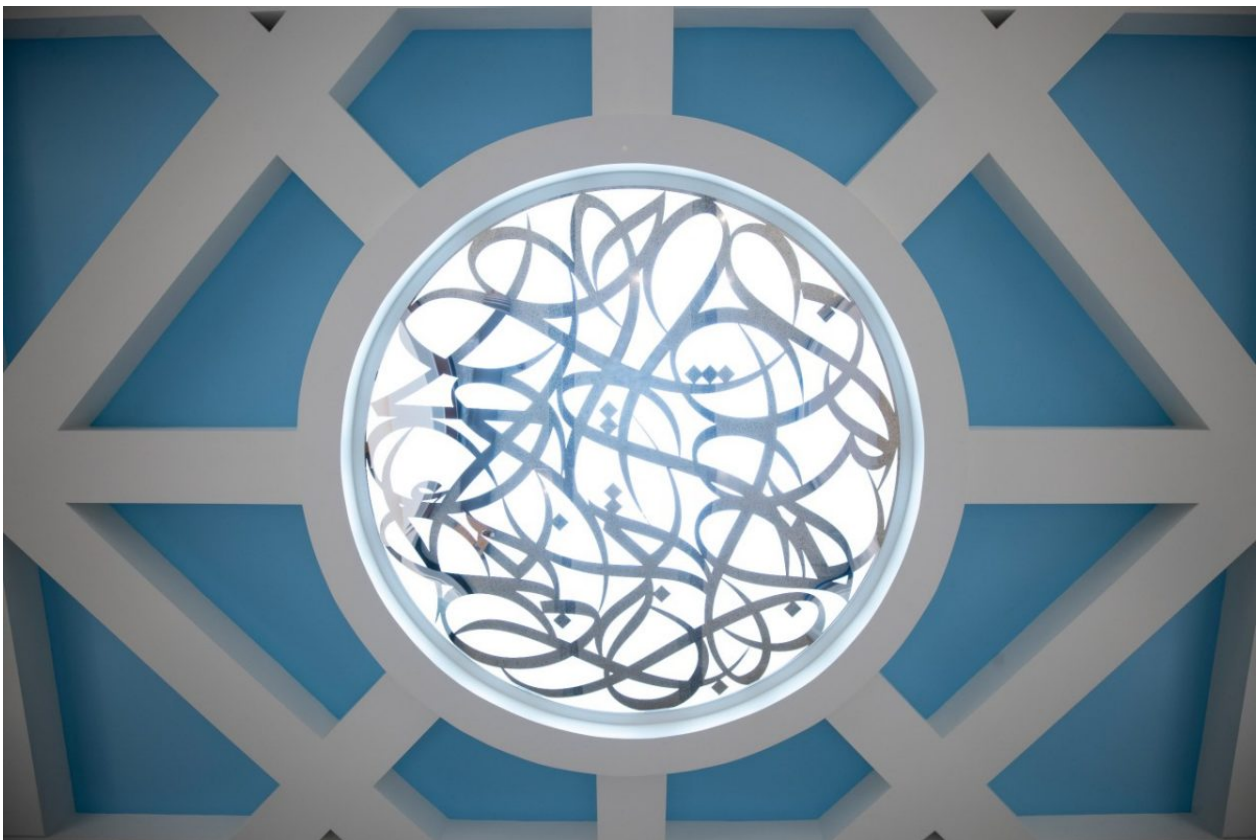
Recently installed in the skylight of the newly renovated Danny Thomas/ALSAC Pavilion on the St. Jude Memphis campus, a new artwork by French Tunisian artist eL Seed is inscribed with a quote by poet Kahil Gibran, in flowing Arabic calligraphy.

“I am alive like you, and I am standing beside you. Close your eyes and look around, you will see me in front of you.”



You don’t have to read Arabic to appreciate the meaning, according to the artist. “For me, it’s a message of hope and solidarity,” eL Seed said. “You’re stating to somebody that you’re beside him, and you’re standing in front of him. That’s the spirit, and the idea, behind this piece of art.”

While eL Seed has not been able to visit St. Jude because of the pandemic, this French-born son of Tunisian immigrants says he feels a powerful affinity with St. Jude, first because it was founded by Danny Thomas, an American-born son of Lebanese immigrants, and also because of the way St. Jude cares for sick children from all over the world regardless of race or creed, and how it values the healing qualities of art.



When he learned about St. Jude, eL Seed was surprised to find a kindred spirit in its founder. Thomas was proud of his heritage. The organization he created in 1957 to raise money to build St. Jude — American Lebanese Syrian Associated Charities (ALSAC) — was made up of 100 representatives of the Arab American community.

The origin of St. Jude had great resonance for the 39-year-old eL Seed, a recipient of the UNESCO-Sharjah Prize for Arab Culture, which recognizes individuals who help spread knowledge of Arab art and culture through their work. “Being the son of an immigrant, and leaving your mark and being an inspiration for a generation to come, that’s what I found amazing about him,” eL Seed said of Thomas. “I look at his journey and I think how I can see a reflection and how I can be inspired by him.”

The LA Art Show donates 15 percent of proceeds from ticket sales to St. Jude Children's Research Hospital®. Your ticket purchase will support St. Jude in its lifesaving mission: Finding cures. Saving children®.

To purchase tickets, and for more information, [click here](#).

TICKETS
LA Art Show Advance Ticket
Sales on Sale Now!
July 29—August 1, 2021

Join us when the LA Art Show returns as a live in-person event this summer! The most comprehensive contemporary art show in America returns to the LA Convention Center July 29 - August 1, 2021. Tickets are on sale now!

To purchase tickets, visit:
[LA Art Show Ticket Center](#)



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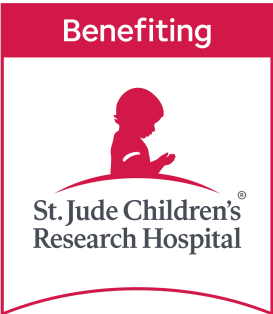
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We are honored that St. Jude Children’s Research Hospital® will return for a seventh year as the exclusive Charity Partner of the LA Art Show in 2021. St. Jude Children’s Research Hospital® is leading the way the world understands, treats and defeats childhood cancer and other life-threatening

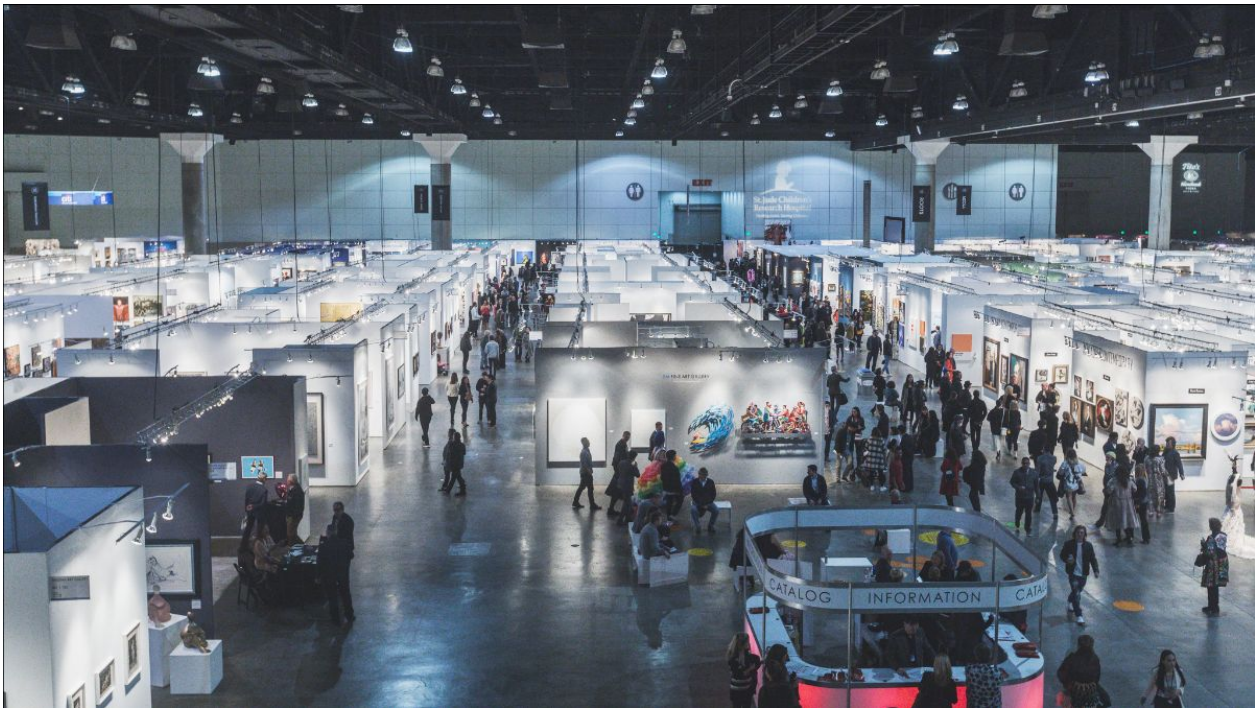
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Follow the LA Art Show on Instagram



The LA Art Show returns July 29—August 1, 2021.
Follow us on **Instagram**: [@LAArtShow](#) | **Hashtag**: #LAArtShow



Please join us when we return for the 2021 edition of the LA Art Show. The LA Art Show will run July 29—August 1, 2021 at the LA Convention Center, West Hall.



2020 PARTNERS



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