

The Most Comprehensive International Contemporary Art Show in America

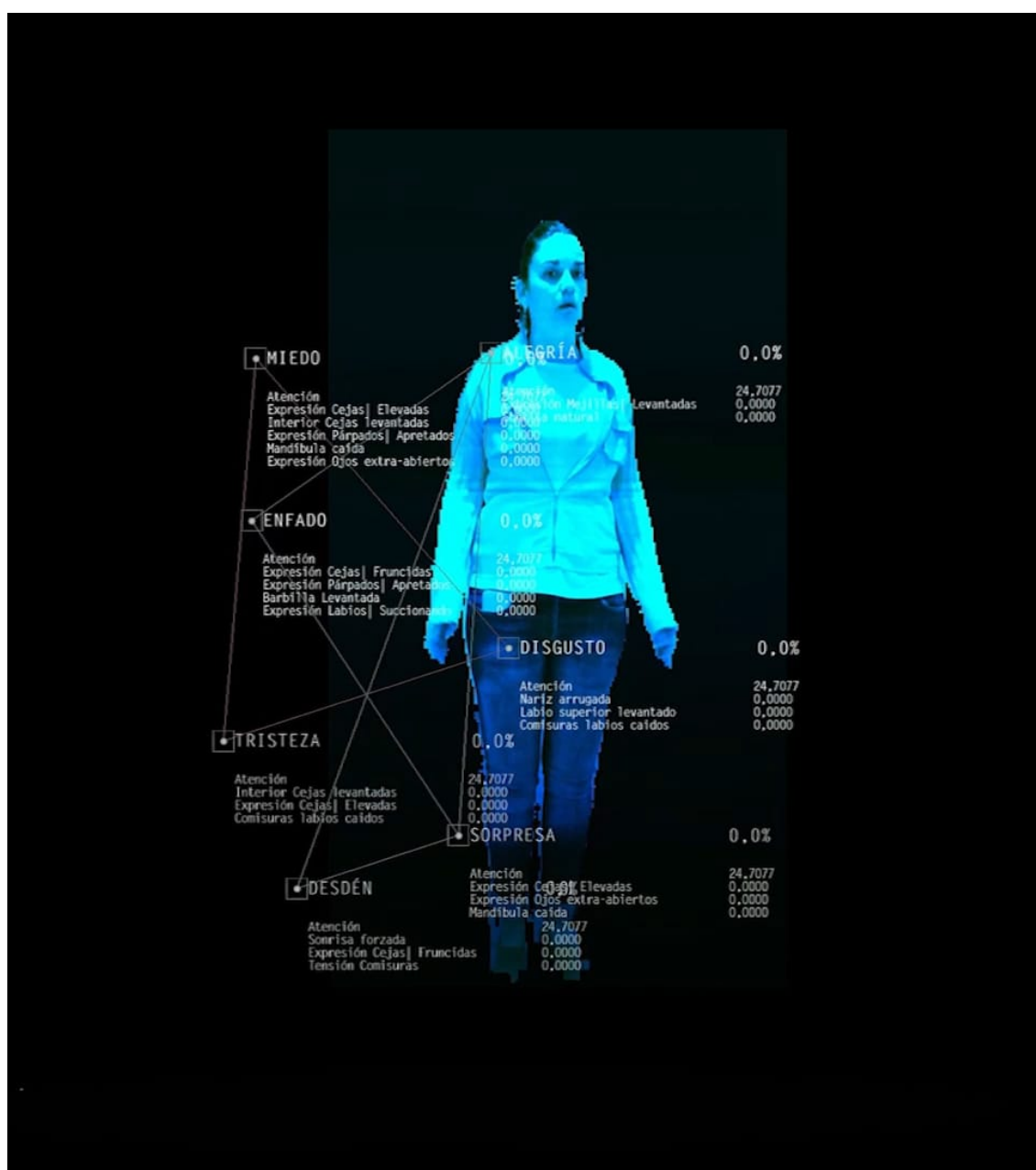
# LA Art Show News

## DIVERSEartLA Museum Highlight:

**Museum La Neomudejar, Madrid, Spain featuring Artist Ana Marcos**

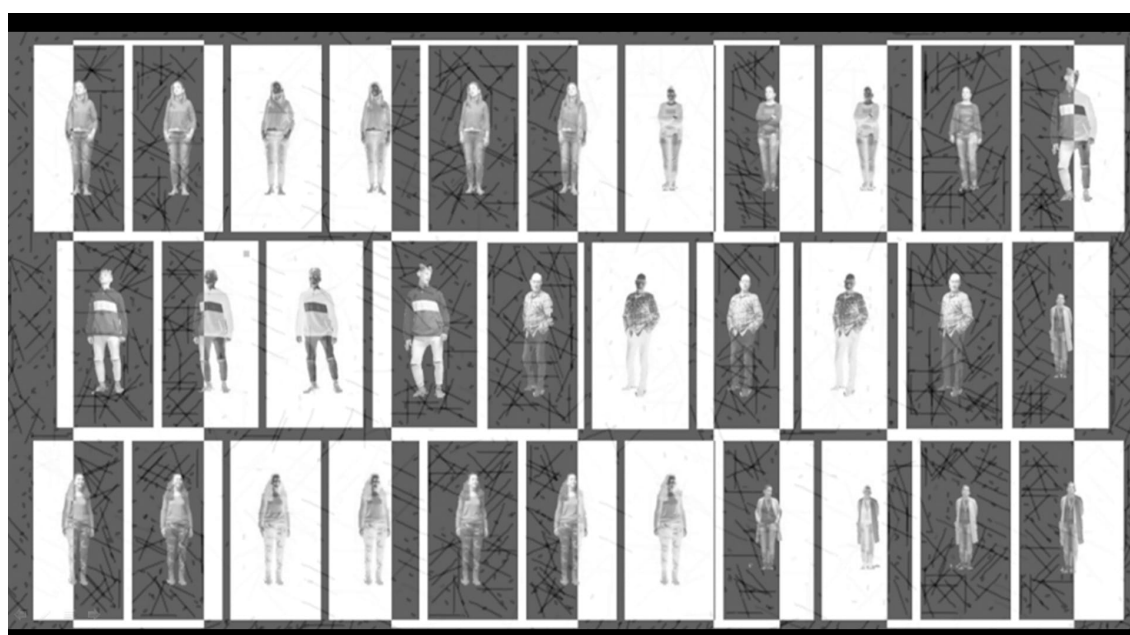
As we get closer to the date of the actual live LA Art Show, we're pleased to share details about the exciting 2021 edition of DIVERSEartLA. This year, the Museum La Neomudejar, Madrid, Spain, presents **DATA | ergo sum | REALOADED: An Interactive Experience** powered by Artificial Intelligence, featuring the work of artist Ana Marcos.

This interactive installation uses special mirrors and Artificial Intelligence to observe and record the behavior of visitors, gathering an overwhelming amount of data. This personal “big-data” is treated by AI algorithms that interpret raw information, such as basic emotions from facial expressions and body language. The installation captures in total 21 facial expressions, 39 body expression related parameters, 10 biometric measurements and deduces seven emotions from facial expressions.



Installation view from DATA / ergo sum / REALOADED: An Interactive Experience

People may be aware that the use of their phones, and each click and post on the Internet, generates valuable data that generates profits in the hands of a few. They may not know that new developments in Artificial Vision and AI have given machines the capability to obtain data from us without our active engagement. This new reality is presented to visitors through an artistic visualization of a portrait that combines their images with their personal “big-data.”



*From DATA / ergo sum / REALOADED: An Interactive Experience*

“The 2021 edition of DIVERSEartLA, will be an examination and a compilation of material, as well as an exhibition featuring the work of women and non-binary artists who have played a central role in the development of new media practices within art institutions and through history,” said DIVERSEartLA curator Marisa Caichio.

### Gallery Highlight:

**Caldwell Snyder Gallery, San Francisco**

We’re delighted to welcome Caldwell Snyder as one of our exhibiting galleries this year. The San Francisco based gallery, with locations in St. Helena and Montecito, will be featuring selected work by Canadian sculptor Martha Sturdy, Dutch painter Arty Grimm and American painter Melissa Chandon.

Founded in 1983 by Oliver Caldwell and Susan Snyder, the gallery has introduced many renowned artists to the Bay Area for the first time. Evolving from its early roots in an industrial space in the South of Market district to a contemporary gallery with international reach, the gallery represents a roster of more than 50 artists from the U.S., Europe, and Latin America, with a focus on innovative painting and sculpture.

*"We are thrilled to be exhibiting at the LA Art Show this summer — and to present a cohesive booth with primarily all female artists. With 3 locations in California, this fair is a perfect venue in reaching our collectors and presenting exciting new works to the marketplace."*  
—Susan Snyder, Caldwell Snyder Gallery



*Large scale resin sculpture work by Martha Sturdy.*

Going into its fourth decade, the gallery continues to build its dynamic program. “Art audiences today are inundated with imagery,” Caldwell said. “Collectors have seen a million landscapes, abstract works, and figures. The challenge is to have a distinctive and meaningful voice.”



*©Arty Grimm. Untitled #210217. Acrylic on Canvas, 63 x 79 inches. Courtesy Caldwell Snyder Gallery.*

The gallery has established lasting relationships with collectors and artists. “One of the things I’m proudest of is the way we’ve nurtured artists and stood by them as they’ve evolved their styles,” said Snyder. “It’s been gratifying to build trust among our artists and clients and to see people respond to the work we’ve put our faith in.”

Learn more about Snyder Caldwell [here](#).

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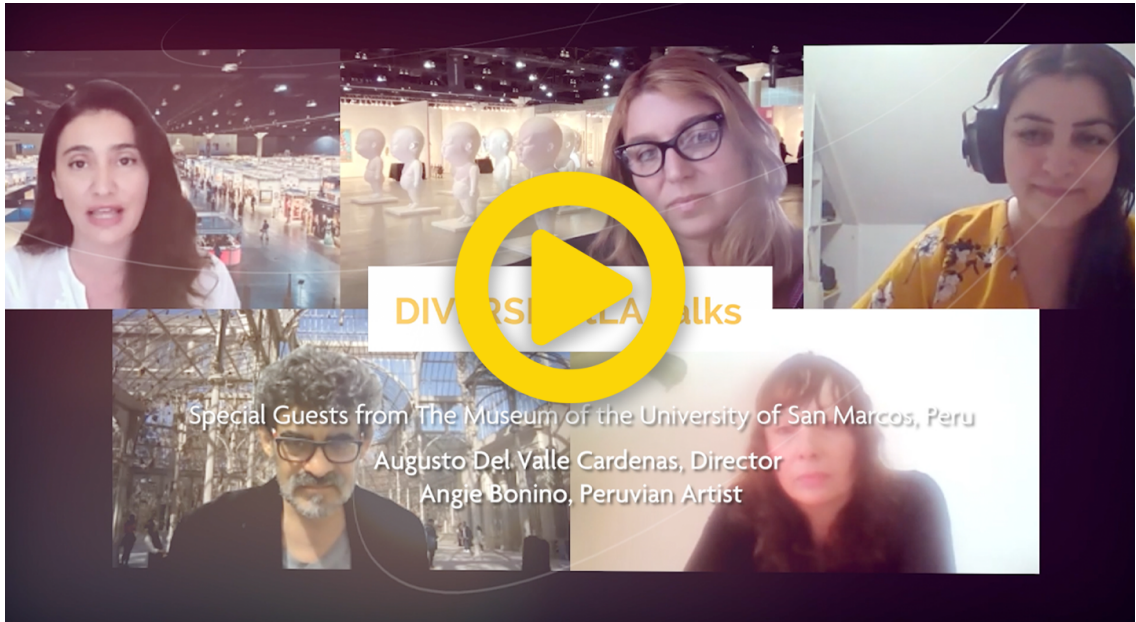
## DIVERSEartLA Talks

In the April edition of our monthly virtual DIVERSEartLA Talk, we feature special guests from the Museum of the University of San Marcos in Peru. Appearing this month are Museum Director Augusto Del Valle Cardenas and Peruvian artist Angie Bonino.

Leading up to the LA Art Show 2021, which will take place July 29 to August 1 at the LA Convention Center, this exciting series of virtual discussions focuses on the contribution and presence of women and non-binary artists in the research and documentation of art, science and technology. The talks are hosted by LA Art Show director Kassandra Voyagis and moderated by DIVERSEartLA curator Marisa Caichiolo.

Talks are posted on the [LA Art Show website](#)! If you missed the April DiVERSEartLA Talk you can still catch it [here](#).





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### Close-up: St. Jude

### Celebrating the Mothers of St. Jude patients on Mother’s Day



We’re so pleased St. Jude Children’s Research Hospital® returns as our charity partner for the LA Art Show this year. This Mother’s Day, St. Jude recognizes the moms of all their young patients. So often, it’s the moms who accompany their children to hospital for treatments and doctor visits. It’s the moms who boost their kids’ spirits and help them focus on hope and recovery. To read a few life-enhancing stories about some of the fabulous St. Jude moms, [go here](#).

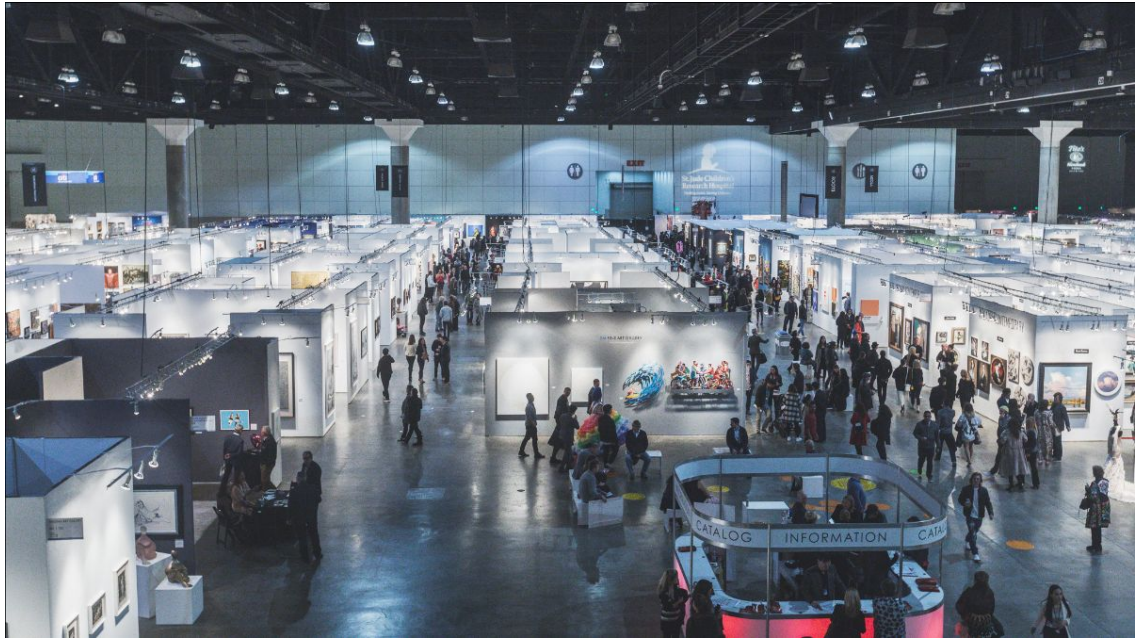


St. Jude has also launched a special Mother’s Day card program. Check out these delightful Mother’s Day cards using designs inspired by the artwork of former St. Jude’s patients. To see the Mother’s Day cards, and send one to some of the St. Jude moms, [click here](#).

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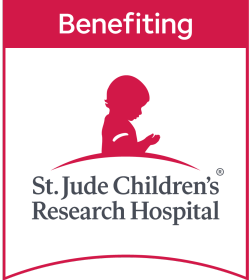
The 2021 edition of the LA Art Show will return to the LA Convention Center, West Hall, July 29—August 1, 2021. We look forward to seeing you there!

**Exhibitor applications are now open.** To apply for the 2021 LA Art Show, please [click here](#).





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 diseases. The purpose of St. Jude is clear: Finding cures. Saving children.®



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.



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