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LA ART SHOW KICKS OFF ON VALENTINE'S DAY WITH A GLOBAL LINEUP
LA's Largest Art Fair Will Explore Intersection of Memory, Humanity, and AI



LP Gallery Presents Face Painting by Artist Dain Yoon

Los Angeles, CA (January 11, 2024) – The LA Art Show, LA's largest and longest-running art fair, returns to the Los Angeles Convention Center from February 14-18 to kick off the city's 2024 art season. The fair debuts with an Opening Night Premiere Party on Valentine's Day hosted by award-winning actress Lucy Hale in collaboration with LA Art Show's new charity partner, American Heart Association, currently celebrating its centennial. The LA Art Show will donate 15% of proceeds from every ticket to the American Heart Association's *Life is Why*™ campaign.

Guided by the leadership of LA Art Show producer & director **Kassandra Voyagis**, LA Art Show promises another spectacular international lineup of exhibitors from countries including the Philippines, Italy, Israel, Peru and South Korea: "With over 100 galleries, museums and nonprofits exhibiting this year, we continue our commitment to creating the most comprehensive contemporary art experience possible." says Voyagis. "This year's show will celebrate art—globally and locally—and inspire important dialogue."

LA Art Show 2024

Programming to Ignite Dialogue:

- Curated by **Marisa Caichiolo**, the Fair's non-commercial program, **DIVERSEartLA** is partnering with seven international art institutions to explore the intersection of memory, humanity, and AI through a selection of art, technology, and multimedia exhibitions. Amongst the participants, the Nevada Museum of Art will present "The Journey" by contemporary artist **Guillermo Bert**

and The Museum of Contemporary Art in Bogotá presents “Mythstories” by multimedia artist Carlos Castro Arias.

- **LP Gallery** from South Korea will feature renowned artist Dain Yoon Yoon, known for using her own body as a canvas, painting on her skin to create surreal self-portraits that often trick the eye with 3D shading. With her unique artistry, Dain Yoon’s pieces are playful yet profound, reflecting her emotional states and the complexity of identity in our modern world. Now living in the U.S., her work showcases a creative evolution from processing the challenges she faced as a young woman in South Korea to embracing a more stable, confident persona in her new environment.
- To time with Black History Month, the **Tanya Weddemire Gallery** is set to exhibit the incredible talents of four pioneering black artists, exploring a range of themes, including identity, culture and resilience: Guy Stanley Philoche "Give Us Our Flowers", Serron Green "Invisible", Gregory Saint Amand "Play Time" and O'Neil Scott "Distant Memories".

Fostering Talent:

- **Fabrik Projects Gallery** in Los Angeles welcomes ‘The Soul of Your City’ exhibition, a unique visual journey and the culmination of a global photography competition aimed at capturing the hidden spirit and true identity of cities through the lenses of local photographers. ‘The Soul of Your City’ competition was born out of a desire to explore and reveal the unseen aspects of urban living. The works showcased in this exhibition are the winners of the competition, selected for their exceptional ability to convey the ‘soul of their cities.’
- **Cynthia Corbett Young Masters:** The upcoming featured exhibition of *Young Masters Art Prize*, presented by Cynthia Corbett Gallery, London, represents an international initiative committed to supporting and promoting emerging talents from diverse backgrounds. Founded by gallerist Cynthia Valianti Corbett in 2009, *Young Masters* provides a platform for artists who draw inspiration from artistic traditions of the past. Select artists from each of the six editions will be featured at this year’s LA Art Show, in a unique showcase that stands out for its cultural diversity and strong representation of female-identifying artists, with 75% of applicants fitting this category.

Community Initiative:

- **Athletes for Life:** In a new collaboration, the LA Art Show 2024 and Expanded Learning (EXL) and Athletes for Life (AFL) Foundation launch the Southern California Art “n” the Schools Art Contest, inviting SoCal students to submit their artwork. Winning artwork will be displayed at this year’s show in a special sponsors’ lounge, along with works from Greg Bell’s art collection. Athletes for Life has been providing guidance and leadership programs to youth since 1989 and was

founded by former NFL Pro Bowl running back Greg Bell, who spent his childhood rising above the negative peer pressures of his neighborhood.

Please visit www.LAArtShow.com to learn more and purchase tickets.