



MODERN +  
CONTEMPORARY

FEB 10-15  
2021

The Most Comprehensive International Contemporary Art Show in America

## LA Art Show News

### LA Art Show Producer Cassandra Voyagis Attends Successful Art Paris Fair

Earlier this month, LA Art Show producer and director Cassandra Voyagis traveled to Paris to attend the Art Paris Fair. Her experience provided a boost of confidence on how a live art fair can be successfully and safely presented during the pandemic.

“I truly was looking forward to traveling and attending a physical art fair six months since lockdown began in many parts of the world,” said Voyagis. “I wanted to witness firsthand a physical fair in a large venue with more than 100 exhibiting galleries during Covid times. It was a pleasant surprise to see that the fair was very successful. There was a continuous flow of people with masks of course, and very happy exhibitors. All the required safety measures were implemented and attendees enjoyed the art show as they used to prior to lockdown.



Kassandra Voyagis with Ferran Josa, Director of Pigment Gallery

“Of course, sales are very important. Based on my conversations with exhibiting galleries, collectors were buying art on a daily basis. The show hours were long, but this allowed for a continuous flow and selection of art by attendees.

"While at the fair, I was pleased to speak with Ferran Hosa, director of Pigment Gallery, which has participated in the LA Art Show for more than five years. Hosa reported that he'd sold two pieces by one of the artists he intends to show in his LA booth in February. I also met some new galleries, a few of which will be joining us in LA.

"Our exhibit hall at the LA Convention Center has more than 200,000 square feet of space, which is ideal for social distancing and continuous flow. I'm looking forward to presenting a physical fair in Los Angeles in February, and have renewed confidence we can implement all the required safety measures to ensure our attendees and exhibitors have a safe and successful experience."

### DiverseArtLA 2021 Presents Women's Voices Now

In alignment with the 2021 DiverseArtLA curatorial statement focusing on women in the field of arts, science and technology, The LA Art Show and curator Marisa Caichiolo are proud to announce the participation of Women's Voices Now at the 2021 edition of the fair.

Women's Voices Now is focused on long-lasting change for women and girls. The program is geared to shift culture by tackling deeply-rooted stereotypes and beliefs about economic, political, social and climate crises. For DiverseArtLA 2021, Women's Voices Now will present the work of young independent Los Angeles-based filmmakers who use their technological skills and passion to share stories that advocate for women's and girls' rights.



# GIRLS' VOICES NOW

A girl's voice can change the world.



WOMEN'S VOICES NOW



Through the film presentation, Women's Voices Now will share their beliefs that:

- ♦ the equality of every human being is innate and immutable and that women are entitled to equal rights and free expression.
- ♦ no faith, religion, race, or culture is a basis for one group to claim to be and act superior to another group and that adherents of all faiths have the right to practice, their personal beliefs without fear of persecution.
- ♦ the only acceptable intolerance is that which is directed towards intolerance itself.
- ♦ violence, or the incitement thereto, is never an acceptable response to the free expression of critical thinking, alternative views, peaceful protests, opposing media, literature, and discussion.
- ♦ amplifying women's voices—and those of the men who support women's rights—is a guaranteed way to contribute to a more equitable and just world and we invite all those who share our vision, beliefs, and goals to join us.

## Rising Art Star Derek Fordjour Donates Work to Support St. Jude

The LA Art Show is pleased that St. Jude Children's Research Hospital® returns as our charity partner for 2021. September was designated [Childhood Cancer Awareness Month](#) to bring awareness to childhood cancer, the leading cause of death by disease for children under the age of 14.

In support of St. Jude and its mission, a rising star in the art world is creating an original work of art to be sold at auction, with the proceeds donated to St. Jude. Derek Fordjour is a New York based artist who grew up in Memphis, not far from the St. Jude Children's Research Hospital. One of his paintings sold for \$137,500 last year, more than doubling pre-auction estimates. He's been written about as “one of the art world's most coveted newcomers” and collected by the likes of Jay-Z.

He remembers the hospital as a source of inspiration, a colorful place where walls were canvasses, where design was all part of the art of healing. “We were drawn to it,” said Fordjour, who used to play on the grounds with his little brother, Richard, back when a much-smaller St. Jude campus was adjacent to St. Joseph Hospital, where the boys' dad was an oral surgeon.



Derek Fordjour. Photo: Winnie Au

“I was, of course, very drawn to the art. Because St. Jude would always have a mural or it would have prints hanging. Now I know, in retrospect, that that was very intentional, around creating a lively environment for patients. But even as a kind of art-interested kid, I found myself very often inspired and gravitating to go look at their walls.”

Now at 46, the successful artist is still being inspired by St. Jude. “I want to capture the joy and optimism that has remained consistent in my thinking about St. Jude,” he said. “As a child who was very sensitive to aesthetic environments, I think of the experience of any child moving through there and encountering a piece.

“That's what's going to drive the image.”

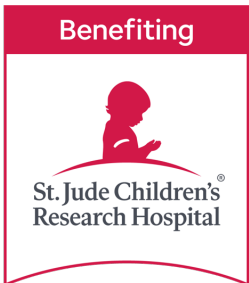
To read more about Fordjour and his art, [click here](#).

*St. Jude is leading the way the world understands, treats and defeats childhood cancer and other life-threatening diseases.*



The 2021 edition of the LA Art Show will return to the LA Convention Center, West Hall, February 10–15, 2021. **Exhibitor applications are now open.** If you wish 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 February 10–15, 2021 coinciding with Frieze LA! Follow us on **Instagram:** [@LAArtShow](#) | **Hashtag:** #LAArtShow

Please join us when we return next year for the 2021 edition of the LA Art Show. Coinciding with Frieze LA, the LA Art Show will run February 10–15, 2021 at the LA Convention Center, West Hall, making this the most spectacular week of art Los Angeles has ever seen.



2020 PARTNERS



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