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CONTEMPORARY

JULY 29 - AUG 1  
2021

The Most Comprehensive International Contemporary Art Show in America

## LA Art Show News

### LA Art Show launches DIVERSEartLA Virtual Talks in February – leading up to July fair

We're excited to debut a new series of monthly virtual DIVERSEartLA Talks beginning February 18. DIVERSEartLA Talks is a series of virtual discussions focusing on the museums, institutions and artists featured in the upcoming 2021 LA Art Show. The talks support the LA Art Show's commitment to provide a sense of normalcy after a year of turmoil and uncertainty in the art world.

The virtual talks will be hosted by new LA Art Show Director Cassandra Voyagis and moderated by DIVERSEartLA's curator Marisa Caichiolo. Drawing from the exciting 2021 DIVERSEartLA program under Caichiolo's direction, the virtual talks will feature a slate of fascinating women and non binary artists at the forefront of work at the intersection of art, science, and technology, represented by guest museums and institutions. Prospective guests include directors and curators of museums like AMA, Museum of the Americas (Washington), Museum of the Arts of San Marcos (Lima, Peru), Women Voices Now (Los Angeles) and Museum La Neomudejar (Madrid, Spain) among many others who will have the opportunity to share their projects with LAAS fans online.



### DIVERSEartLA Talks

Monthly virtual discussions from Feb. 18 - June 18  
focusing on the Museums, Institutions, and Artists  
featured in the upcoming 2021 summer show.

Curated by Marisa Caichiolo | DIVERSEartLA Curator  
Hosted by Cassandra Voyagis | LA Art Show Director

2021 | LA CONVENTION CENTER | WEST HALL

The series will be accessible through the LA Art Show website as of mid-February. Providing an opportunity to learn more about the DIVERSEartLA program and its role within the LA Art Show, the virtual talks will offer behind the scenes stories and updates, to fully immerse listeners in the process of producing the show. This new series is yet another way the LAAS is using art to bring people together, even under the current Covid restrictions.

### Rebecca Hossack Art Gallery returns to the 2021 LA Art Show

We're delighted to welcome back longtime exhibitor Rebecca Hossack Art Gallery, returning to the 2021 LA Art Show this year. The London based gallery, established 33 years ago, represents a diverse international group of contemporary artists, among them, painters Laurence Jones, Carla Kranendonk, Mersuka Dopazo, John Holcomb and Sylvain Lefebvre. In addition, the gallery has been a great champion of non-Western artistic traditions and was the first in Europe to exhibit Australian Aboriginal art.



*Laurence Jones: Infinity Pool (acrylic on linen 90 x 120 cm / 35 x 47 inches). A London based painter, Jones focuses on psychological space and plays with narrative and cinematic concepts in his work.*

In anticipation of rejoining us this year, Rebecca Hossack said, "I love the LA Art Show. I came to the first ever Art Fair at the convention centre back in the 80's. I was amazed by the city's energy then and its passion for art. The first painting I sold was to Keith Haring, the second to Sylvester Stallone, and since then the fair and the city have only got better: bolder, more confident, more diverse and even more fun. I can't wait to be back.



*Sylvain Lefebvre: Monica Sleeping by the Red Octopus  
(Oil and hand painted marble paper on canvas, 50 x 40 cm / 20 x 16 inches) A French artist, Lefebvre invites the viewer into the dreamlike oceans and untamed forests of his imagination.*

“Keith Haring offered to swap one of his paintings for the same size as the one I was selling (5 feet square) and I turned him down! Big mistake! These are the magical chance encounters that seem to happen every year at the LA Art Show and every year I have the best time and meet amazing people. Last year it was Lexie, the youngest person to visit every country in the world. She was a joy and so fascinating. She bought a Sylvain Lefebvre whale painting as she had just been swimming with whales!”

We’re excited to see what Rebecca Hossack Art Gallery brings to the fair this year!

## Former patient paints watercolors to raise funds for St. Jude

The LA Art Show is very pleased that St. Jude Children’s Research Hospital ® returns as our charity partner in 2021. Occasionally, we like to share stories of St. Jude patients, especially when they tie in with art!

Now 25 years old, Vivian Laws recently came across a scrapbook she kept as a 13-year-old patient at St. Jude while undergoing treatment for bone cancer. The process of flipping through her scrapbook reminded Laws of her experience as a young patient and also reignited her passion for art. “When COVID-19 began, and after finding the scrapbook, I rediscovered my love of art. I had a lot more time for hobbies and set up shop on my kitchen table.



“I find I’m drawn to watercolors because the medium, in some ways, can’t be controlled. You’re kind of going with the flow of the paint. It’s like a Zen thing, and again, it reminds me of treatment,” said Laws.

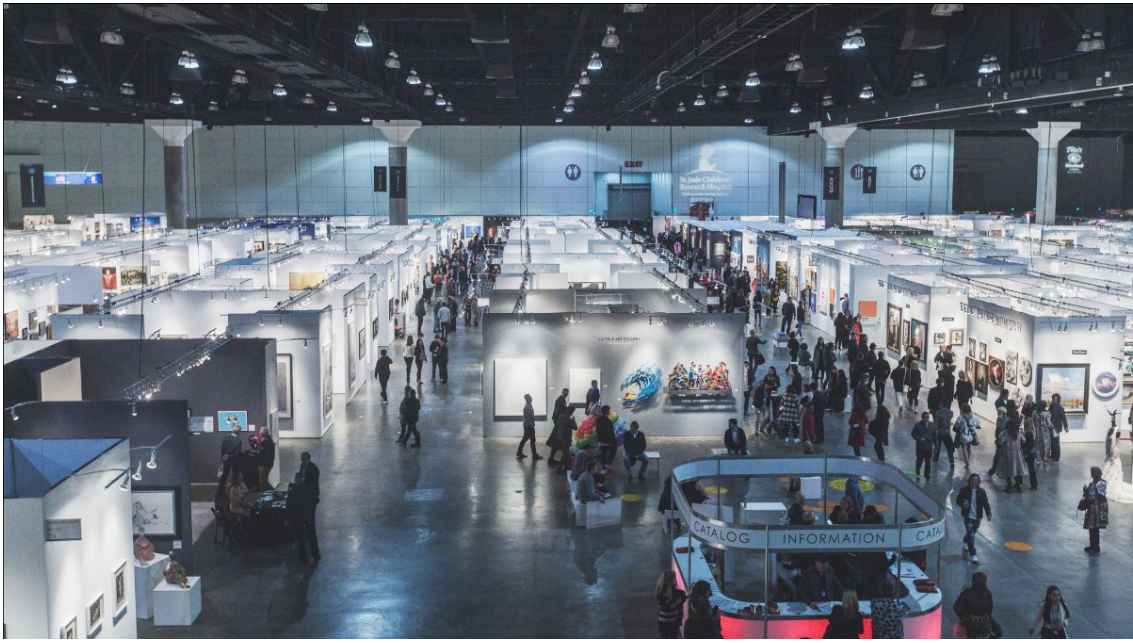
“When you’re diagnosed with cancer, you completely lose control of most aspects of your life. I found if I didn’t become comfortable with this lack of control, I would never find peace with what I was going through,” Laws said. “I originally turned to art to have some control over cancer, yet I believe it’s the letting go I learned at St. Jude that gave me a talent for watercolors from the time I picked up my first brush.”

During Covid, Laws began painting watercolors and has gone on to sell some of her paintings to raise funds for St. Jude. To learn more about St. Jude, visit: [stjude.org](https://stjude.org)

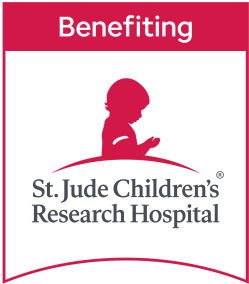
*Image Above: Vivian Laws, former St. Jude patient.*

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.



#### 2020 PARTNERS



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