



MODERN +  
CONTEMPORARY

FEB 5-9  
2020

CELEBRATING  
**25 YEARS**

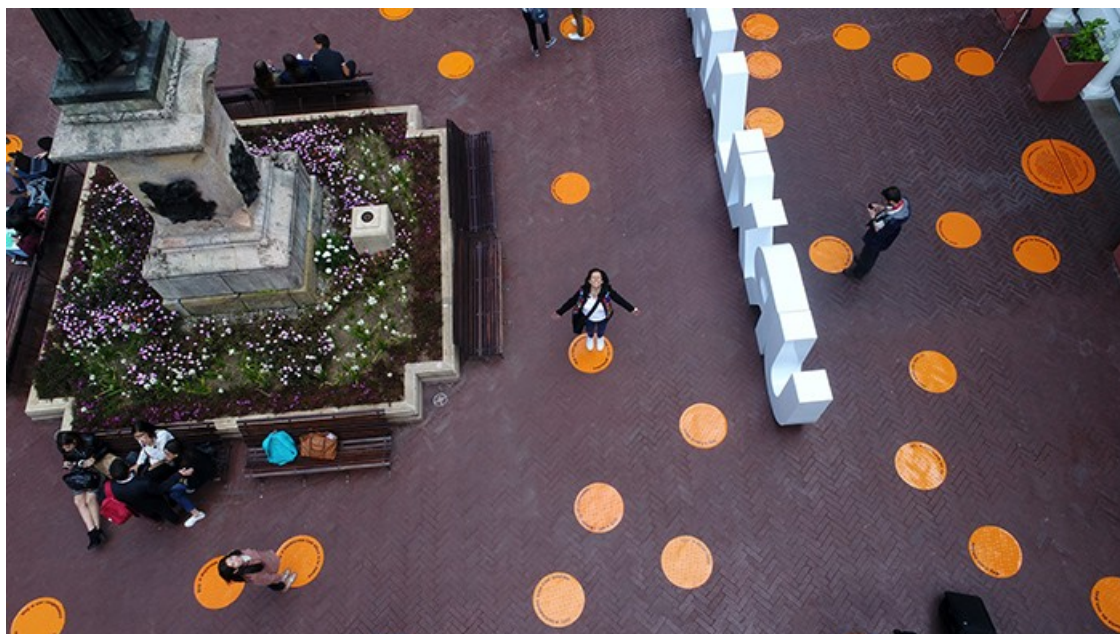
The Most Comprehensive International Contemporary Art Show in America

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## LA Art Show July News

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### Coming up at DIVERSEartLA



Colombian artist Adriana Ramirez's installation of " I AM GOING TO "

We're excited to present a new interactive project / intervention by Colombian artist Adriana Ramirez, entitled, "...I AM GOING TO," as one of the highlights of the DIVERSEartLA program coming to the LA Art Show in 2020.

Exploring the premise, "Concepts depend on circumstances," Ramirez questions and promotes human relations. More than a maker of static works of art, Ramirez likes to engage the viewer and spark interaction through her work. The artist presents platforms and narratives in which the viewer can become an actor or even co-author of the project. A central proposal that connects several threads of her work is the notion of a dialogue based on fundamental shared concerns or questions, instead of a one-way conversation. Her vision is driven by intention rather than rigid positions, increasing the possibility of action and interpretation.



Ramirez seeks to equate life itself to sculpture. She invites the viewer to consider four concepts: position, posture, potency, and contingency. Position is the geographical place from where an event or a concept is experienced. Posture is the attitude or the paradigm of each person. Potency refers to one's features, and is directly connected with the will. Contingency invokes external possibilities, which may or may not make things come true.

The work of Ramirez is an amalgam of the personal and the communal. We look forward to presenting Adriana Ramirez, "...I AM GOING TO," and welcome you to be part of it!

DIVERSEartLA is curated by Marisa Caichiolo. To find out more, visit [DIVERSEartLA](https://diverseartla.org)

**Stay tuned for more upcoming news on exciting programming and events to celebrate our 25th anniversary!**

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## **Spotlight on the Modern+Contemporary Section of the LA Art Show**

During the 25 year history of the LA Art Show, we've established a multi-faceted exhibition program representing an exciting range of geographic areas, media, styles and historic periods. To showcase the breadth of art at the fair in the most engaging way possible, the LA Art Show is arranged in themed sections, such as our historic section, ROOTS and our MODERN + CONTEMPORARY section.

The largest programming area of the LA Art Show is MODERN+CONTEMPORARY. This comprehensive exhibition space features a vast spectrum of contemporary painting, illustration, sculpture and other media presented by galleries from Los Angeles, the Pacific Rim, and more than 18 countries from around the world.

We're very pleased that a number of our previous MODERN+CONTEMPORARY exhibitors have already confirmed they will be returning to participate in the 25th Anniversary celebration of the LA Art Show:

- ♦ 5Art Gallery
- ♦ Bancs
- ♦ Bert Green Fine Art
- ♦ Boccara
- ♦ Copro Gallery
- ♦ HOFA
- ♦ Jane Kahan
- ♦ Melissa Morgan Fine Art
- ♦ Rebecca Hossack Gallery
- ♦ The Gallery Steiner
- ♦ Trading Boundaries





MODERN + CONTEMPORARY section of the LA Art Show

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## Update on the New European Pavilion

We're thrilled about plans for a new pavilion dedicated to European galleries from Spain, Germany, Denmark, Italy and France which will debut at the 2020 LA Art Show. New galleries confirmed for the European Pavilion are:

- ♦ 3 Punts Gallery, Spain
- ♦ Bea Villamarin, Spain
- ♦ Galeria Cortina, Spain
- ♦ Galeria d'art Anquin's, Spain
- ♦ Galerie Ariel Jakob, France
- ♦ Galerie Wolfsen, Denmark
- ♦ Galleria Stefano Forni, Italy
- ♦ L'Arcada Galeria d'art, Spain
- ♦ Neue Kunst Gallery, Germany
- ♦ Pigment Gallery, Spain
- ♦ Sala Pares, Spain

Stay tuned for updates on more participating galleries.



Kim Martindale, LA Art Show Producer (left) and Cassandra Voyagis, LA Art Show executive director, meet with Ferran Josa, Director of Pigment Gallery, Spain, and other European gallerists at Pigment's satellite gallery in June, to discuss plans for the European Pavilion at the LA Art Show 2020.

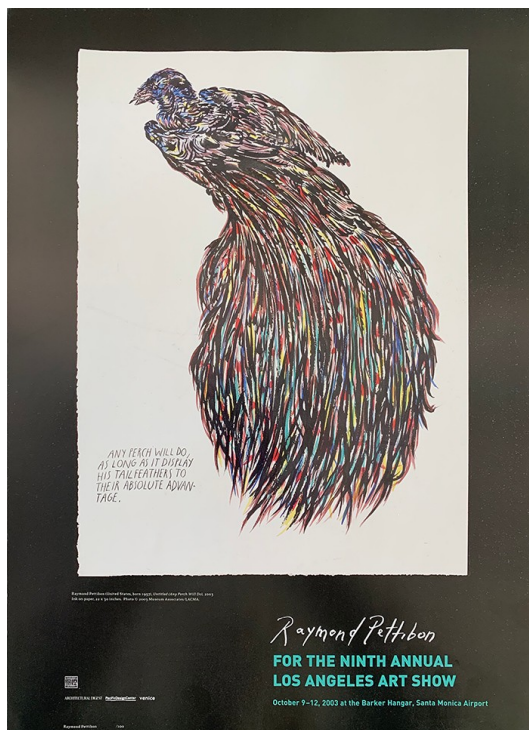
## **Come to the LA Art Show... Stay for Frieze!**

In 2020, we will kick off an exciting run of art events in Los Angeles. The LA Art Show will take place just a few days before the second iteration of Frieze Los Angeles, scheduled February 14 to 16. If you're traveling to Los Angeles, come to the LA Art Show and stay for Frieze!

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## **Throwback to 2003**

The Ninth Annual LA Art Show was held at Barker Hangar in October, 2003, the second year the fair took place at that venue. The poster for the fair that year featured a beautiful multi-colored ink drawing of a bird by artist Raymond Pettibon: "Untitled (Any Perch will Do, 2003)." Featured on the drawing in the artist's hand lettering is the caption: "Any perch will do, as long as it displays his tail feathers to their absolute advantage."



An American artist, Pettibon became prominent during the early 1980s Southern California punk rock scene, creating posters and album covers primarily for groups on SST Records, owned and operated by his brother, Greg Ginn. He has since become widely recognized in the fine art world for using American iconography taken from a broad array of cultural references such as literature, art history, philosophy, religion, politics and sport.

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Image (Left): Poster from the 2003 LA Art Show



featuring artist Raymond Pettibon.

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**Follow the LA Art Show on Instagram...**



We're getting ready for the 25th Anniversary of the LA Art Show, February 5 to 9 at the LA Convention Center! For updates and sneak previews about some of our exciting plans, follow us on **Instagram**: [@LAArtShow](https://www.instagram.com/LAArtShow)  
**Hashtag**: #LAArtShow25Years



**Please join us at the LA Convention Center,  
South Hall, February 5 to 9, 2020, for the next spectacular  
presentation of the LA Art Show!**



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2019 PARTNERS



MEDIA PARTNERS



SHOW PARTNERS



CIVIC PARTNERS



CULTURAL PARTNERS



2020 PARTNERS TO BE ANNOUNCED IN THE FALL.

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