



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 August News

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### Coming up at DIVERSEartLA 2020

We're pleased to present the multi-media "Diversity Walks and Talks," a performative recreation of a beauty pageant by celebrated Los Angeles-based performance artist, Miss Art World as one of the highlights of the DIVERSEartLA program coming to the LA Art Show in 2020.



Miss Art World's performance "Diversity Walks and Talks" is a celebration of the individuals that make up LA's diverse culture while questioning beauty norms portrayed in Hollywood and the media. The self-titled Miss Art World, once a pageant participant herself, "blends the feminine and feminist into one." Contrasting the industry's focus on standardized notions of beauty, this performance celebrates the striking diversity seen throughout the communities of Los Angeles.

For this performance, Miss Art World will pre-select and interview participants to walk the runway at the upcoming LA Art Show. Their descriptions about what diversity represents to them will play during the runway performance. Spectators will also be recruited.

spontaneously during the event to walk the runway. This performance invites individual proclaimers of LA's culture to strut the runway in celebration of their uniqueness.



We look forward to staging Miss Art World's exuberant "Diversity Walks and Talks," and welcome you to become an active participant in this upcoming event!

DIVERSEartLA is curated by Marisa Caichiolo. To find out more, visit [DIVERSEartLA](#)

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

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## Partner News

LA Art Show partner, the Museum of Latin American Art (MOLAA), is pleased to invite you to their Annual Gala fundraiser on Friday, October 11, 2019. Be part of the experience and enjoy a special performance by Grammy award-winning artists, Los Lobos, as well as a fine-dining dinner in the Museum's Robert Gumbiner Sculpture and Events Garden as they honor Latino excellence in their community.

For further details or if you would like to support MOLAA and purchase tickets, visit <https://molaa.org/molaa-gala>



## 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:

- ♦ Galerie Wolsfsen, Denmark
- ♦ Galleria Stefano Forni, Italy
- ♦ Galerie Ariel Jakob, France
- ♦ 3 Punts Gallery, Spain
- ♦ Pigment Gallery, Spain
- ♦ L' Arcada Galeria d'Art, Spain
- ♦ Galleria Bea Villamarin, Spain
- ♦ Image Nation, Italy
- ♦ Galleria De Arte Maria Aguilar, Spain
- ♦ Galeria Cortina, Spain
- ♦ Sala Pares, Spain
- ♦ Neue Kunst Gallery, Germany
- ♦ Anquins Galeria, Spain

Stay tuned for updates on more participating galleries.



Kim Martindale, LA Art Show Producer (far 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 in February 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 2012

The 17th annual LA Art Show was held at the LA Convention Center, concurrent with The Getty's inaugural edition of its influential "Pacific Standard Time" Initiative. Tied to that city-wide collaborative event, LAAS hosted an exclusive performance, "The Myths of Rape" by influential performance artists Leslie Labowitz-Starus and Suzanne Lacy.

Among the most popular installations at the 2012 edition of LAAS was Mark Mothersbaugh's "Scion Car Sculpture," which debuted at the fair before its installation at the Museum of Contemporary Art in Los Angeles. Although Mothersbaugh remains best-known as the founder of the new wave/post-punk band DEVO, his participation in the visual art world began much earlier and continues through the present day. The startling, and somewhat surreal, installation featured two Scions which had been cut in half after the driver's seats and re-fused together—creating a mirrored effect—one with two front ends forever in opposition while the other, rendered nearly useless, composed of the paired rear-halves of the two cars.



Image: Mark Mothersbaugh's "Scion Car Sculpture". Photo courtesy Lorrie's Pop Life Art Blog.

The sculptural installation complemented an ongoing series of altered photographs by Mothersbaugh, titled "Beautiful Mutants," which operate at the haunting edge of reality, known as the uncanny valley. The artist describes the unsettling works as "pulled from man's past...then 'corrected' into sickeningly beautiful beings. It is a study of humans via symmetry using photos both recent & vintage."

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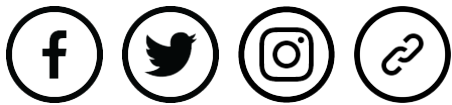
## Follow the LA Art Show on Instagram...



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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2020 PARTNERS TO BE ANNOUNCED IN THE FALL.

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