
LA Art Show News

Looking back at the 25 year history of the LA Art Show— Q&A with Producer Kim Martindale



Kim Martindale, Producer LA Art Show

Q: Please tell us about the genesis of the LA Art Show. How did this dream of yours originate?

KM: The show started with FADA (the Fine Art Dealers of America) a group of dealers – mainly plein air and U.S. and European historical paintings dealers – who wanted to start a show in Sothern California. They interviewed show producers from around the US – I was one. I said, “As long as you’re interested in making it more than a regional fair, I’m in.” So the show started a year later with all historical work.

Q: How does your original vision match up with the large scale, international art fair the LA Art Show is today?

KM: The goal was really to take something beyond the Southern California region, and that's what has happened. Once we moved to the John Wooden Center at UCLA, we introduced contemporary work. That really led to the show having an international flavor.

Q: Looking back on the inaugural LA Art Show 25 years ago, what stands out to you?

KM: We had our desire to share art and bring something to the LA community that didn't exist at the time. LA has always been a creative center with the film industry and artists working here. I was excited to be starting something that would be part of LA – even though it was small – 14 galleries and 250 people attended. Friends of mine helped pour wine, and a restaurant donated food. It was great to see the community starting to come together. For me personally, the art shows I produce always feature art I like to collect. This is material I have a passion for, so it was great to see art that I loved and wanted to add to my own collection.

Q: What has been the most surprising and fulfilling outcome for you about the evolution of the LA Art Show?

KM: LA really has become a center for the arts. The LA Art Show has been happening throughout that (25 year) time period. It was such a pleasure to see, last year, 70,000 people coming in and enjoying art. Some may not be collectors, but they're art appreciators, and art appreciators may become collectors. LA has the foundation of a great art center. The concrete has been poured, with good rebar in it! There's a real foundation we can grow on. LA has always been a creative town and creative people should want to surround themselves with art. Having art around you is inspiring. It's great to see that creative people want to collect now. There used to be the movie logic, "It looks like the real thing. I don't need the real thing." But you need the energy of the real thing. Today, people are realizing the value of original art. It's time to take down the poster, and replace it with the original, whether a work of art costs a hundred dollars, ten thousand dollars or a million! That can include prints.

I hope, in a way, the LA Art Show has helped inspire people to get to that place.

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

DIVERSEartLA 2020 HIGHLIGHT

Artist GRONK curated by Chon Noriega

As one of the featured exhibits for DIVERSartLA 2020, we're delighted to present LA artist Gronk and his new work, "Pyramids." Gronk will be reimaging the opera stage he originally designed and painted for Peter Sellars' 2013 adaptation of Purcell's 1695 semi-opera, *The Indian Queen*. The work connected Purcell's fanciful notions of the Conquest with current issues related to immigration. During the run of the LA Art Show, Gronk will paint a full-size mock-up of a theatrical stage, providing visitors with a behind-the-curtain view of his artistic practice and set creation. Unlike a theatrical performance, the set design will be completed once the exhibition closes and the audience is gone.



Visitors will be able to interact with the artist, participating in the process of political theater. Programs will include a dialogue between Gronk and Peter Sellars, and an impromptu performance, both using the theatrical space created by "Pyramids." The curator, Chon Noriega, is a professor at UCLA, where he directs the Chicano Studies Research Center, and is a consulting curator with LACMA.

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

IMAGE: Kelley O'Connor as Federico García Lorca and Dawn Upshaw as Margarita Xirgu in *Ainadamar*, 2005. Photograph by Ken Howard. Reproduced by permission of Santa Fe Opera.

Advance Tickets Now on Sale!*

General Admission, 4 Day Passes and Special Passes to our 25th Anniversary Opening Night Gala are on sale now!

Opening Night passes are \$200 per person (Wednesday, February 5, from 8pm—11pm)

Patron Tickets are \$300 per person (Wednesday, February 5, from 6pm—11pm)

4-Day passes are \$80 per person (4-day pass is for regular show dates Thursday, February 6 to Sunday, February 9, 2020).

1-Day General Admission tickets are \$40 per person

Fair Dates and Hours

- ◆ Wednesday, February 5, 2020, 6pm—11pm
- ◆ Thursday, February 6, 2020, 11am—7pm
- ◆ Friday, February 7, 2020, 11am—7pm
- ◆ Saturday, February 8, 2020, 11am—7pm
- ◆ Sunday, February 9, 2020, 11am—5pm

To apply for our **VIP Red Card** program, and for further information on ticket prices, service fees, terms, date and time restrictions, please visit: laartshow.com

**(Promotional discount not applied)*

[CLICK HERE FOR LA ART SHOW TICKETS](#)

Partner News

Pulse Art Fair at Miami Art Week

Looking forward to Miami Art Week? Our partner, Pulse Art Fair, is celebrating its 15th anniversary this year! Pulse Art Fair will be an oasis of calm during this exciting week. The fair, which runs from December 5th through 8th, creates a memorable experience in a welcoming and dynamic setting of contemporary art.

Take advantage of our special offer for Pulse Art Fair GA tickets with the promo code: **"LAARTSHOW25"**

PULSE

JOIN US AT
PULSE ART FAIR

DECEMBER 5-8
Indian Beach Park
4601 Collins Ave
Miami Beach, FL 33140

[CLICK HERE FOR PULSE ART FAIR TICKETS](#)

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!

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,

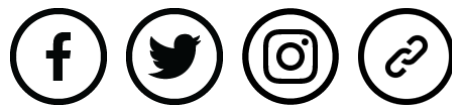


follow us on Instagram: @LAArtShow

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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