



## LA Art Show Public Relations Report

August 2021

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Presented by Hijinx Art Mgmt & PR

# Index

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## **Media Coverage**

Media feedback, Print, Online, Broadcast, Outlets in attendance,  
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# **Media Coverage**

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## Art & Object

[The LA Art Show Returns: NFTs, Tradition, & the Impacts of COVID](#)

**FAIR** | JULY 30, 2021 | JORDAN RIEFE



# The LA Art Show Returns: NFTs, Tradition, & the Impacts of COVID





## Art Daily

[The LA Art Show's special summer edition celebrates major success with record sales](#)

**The LA Art Show's special summer edition celebrates major success with record sales**



Art Now LA

[LA Art Show Leads The Pack With A Summer Edition Spotighting Women, Art, And Technology](#)

**ARTNOWLA**

see different™

# **LA Art Show Leads The Pack With A Summer Edition Spotighting Women, Art, And Technology**



## Art Quench Magazine

[LA ART SHOW THE MOST COMPREHENSIVE INTERNATIONAL CONTEMPORARY ART SHOW IN AMERICA HAPPENING NOW!](#)



**LA ART SHOW THE MOST COMPREHENSIVE  
INTERNATIONAL CONTEMPORARY ART SHOW IN  
AMERICA HAPPENING NOW!**

📅 July 30, 2021    👤 ArtQuench    📁 Featured Artists, News, Out and About    💬 Leave a comment



MODERN +  
CONTEMPORARY



## DIVERSEartLA Returns to the LA Art Show

LOS ANGELES, California / July 29, 2021



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(ARTFIXdaily.com) LOS ANGELES, CA (July 29, 2021) The **LA Art Show** is fast-approaching. The most comprehensive international contemporary art show in America is honored to officially kick-off the city's 2021 art season, transforming the **Los Angeles Convention Center** from July 29th to August 1st. Entering their 26th year, this special Summer Edition takes a closer look at some of the latest technological trends in the art world, while still offering a traditional lens for art from around the globe. While the show will still supply the contemporary art fix they're known for, even some of the long-established sections are getting a technological upgrade.

Sitting among the exciting additions and traditional staples, we

## ArtFix Daily

### [Nikolas Soren Goodich: LUMINOUS SYMMETRIES debuting at the Los Angeles Art Show July 29 - Aug 1, 2021](#)



Headlights Shadowplay Car Crash Card Game Self Love Ego Death Double Inverted Portrait Acrylic on layered plexiglass assemblage diptych on canvas 48" x 96" 2020  
*Evolutionary Media Group*

([ARTFIXdaily.com](#)) [Nikolas Soren Goodich](#) LUMINOUS SYMMETRIES  
Los Angeles Art Show July 29 - Aug 1, 2021

Los Angeles, CA. (July 12, 2021) [Nikolas Soren Goodich](#) will debut his Plexiglass Portraits installation at the [LA Art Show](#) from July 29 to August 1, 2021 in Booth 1220, located in the South Hall of the Los Angeles Convention Center (1201 South Figueroa Street, Los Angeles, CA 90015).

Well-known in Los Angeles for his signature images of duality rendered as painted facial profiles seen together or apart, Nikolas Soren Goodich was trained at the Rhode Island School of Design, Boston School of the Museum of Fine Arts, and the Art Institute of Chicago, and completed his undergraduate degree in Painting and Printmaking at Virginia Commonwealth University. Goodich's work, anchored in his African American and European bi-racial heritage, investigates non-gendered portraiture in numerous formal modes. In his unique process, Goodich paints upon clear plexiglass, hand-prints from one panel to another, layers the panels together, and then assembles them onto canvas as diptychs.

## Artillery Magazine

[LA Art Show 2021 | July 30, 2021](#)

### LA Art Show 2021

July 30, 2021

8:00 am – 5:00 pm

LA Convention Center, West Hall. Booth #900  
1201 S Figueroa St, Los Angeles 90015

- [In Town – Los Angeles and environs](#)

Dates: July 29th – August 1st, 2021

Location: LA Convention Center, West Hall. Booth #900

bG Gallery is excited to present a booth at the 26th anniversary edition of The LA Art Show. The gallery will present a selection of work by contemporary and gallery artists.

Featured artists will include: Linda H. Smith, Barbara Kolo, Meghan Hedley, G.K. Austin, Jessica Darke, Shizuko Greenblatt, Daniela Schweitzer, Brigit Coons, Philip Vaughan, Brayden Bugazzi, Jimmy Reagan, Susan Lizotte, John Szabo, Mark Hix, Michael Turchin, Eric Wixon, Vera Arutyunyan, Alloys, Lionel Kahn, Alessandra Pierelli, Hillary Kaye, Melissa Meier, John Kilduff, Gay Summer Rick, Linda Vallejo, and Betty Wick.

While you're visiting check out Kilduff's Saloon at booth #508.

About LA Art Show

Los Angeles has emerged as a global epicenter of art & culture, with a distinct, interwoven multi-cultural influence unique to the city. Diversity is our strength and art is most impactful when it includes or transcends all borders. As LA rises as the world-class destination for art, LA Art Show continues to lead the way with innovative programming and one-of-a-kind experiences for an expanding collecting audience.

## Artillery Magazine

[Return of Art Fairs, Painting is "In," and What The New Normal Looks Like](#)

### Shoptalk

Return of Art Fairs, Painting is "In,"  
and What The New Normal Looks  
Like

by Scarlet Cheng | Jul 7, 2021



## *The New Normal*

We thought the world would end in fire, or possibly in ice. And now we know it can end with a virus. As a child growing up in Taiwan and then later in the US during the Cold War, I often imagined—and literally dreamed—how the world would end. Earthquakes and nuclear holocaust were my usual Apocalyptic scenarios. I did occasionally imagine a strange, contagious disease, but not one quite like COVID-19 where the entire world would be held hostage, so widespread and for so long.

Now as we slip back into public life, we realize that we have changed, and so has the world we return to. Many people will continue to work from home, in full or in part. Students have gotten trained in online classrooms. As someone who's been teaching on Zoom, it's clear that online education can't match the real-life one, though it can certainly supplement it. Museums and galleries have run virtual exhibitions and presentations, and are now reopening at limited capacity. By the time this is published, they could be at increased or full capacity. However, in the past year programming has undergone a radical shift—with more, deserved attention paid to POC and women artists. The world we return to is not the world we left last March. How could it be? Which changes are to be enduring and systemic remains to be seen.





Artsy

[LA Art Show Returns In-Person with a Summer Edition to Reignite the Art Lover in All of Us](#)

# LA Art Show Returns In-Person with a Summer Edition to Reignite the Art Lover in All of Us

*Tickets Now On Sale for Los Angeles's Longest-Running Art Show*

LA Art Show

May 21, 2021 1:05pm



**Opening Night Premiere , VIP Red Card Special Collectors' Preview**

Thursday, July 29, 2021, 6pm-7pm (followed by Premiere Party)

**Special VIP Red Card Show Hours** Friday, July 30 - Sunday, Aug 1, 2021,  
10am-12pm

**General Admission** Friday, July 30 - Saturday, July 31, 2021, 12pm-8pm  
Sunday, Aug 1, 2021, 12pm-6pm



## Average Socialite

### [2021 LA ART SHOW, LA](#)

## 2021 LA ART SHOW, LA

Thursday, July 29, 2021, 12:00 PM –

Sunday, August 1, 2021, 8:00 PM

LA CONVENTION CENTER WEST HALL

([map](#))

***Subscribe to our Free Newsletter to Stay Up-To-Date on Events in your City***

**Deets:** The LA Art show is thrilled to present a special Summer Edition next week, July 29th - August 1st. In the show's 26th year, the LA Art Show remains one of the most popular art shows with 65k visitors per year. Under the new direction of Kassandra Voyagis and returning curator Marisa Caichiolo, the show has pivoted with a hard focus on what's now, taking a closer look at some of the latest technological trends in the art world, while still offering a traditional lens for art from around the globe.



[L.A.'s First NFT Art Gallery Is Making Its Debut at L.A. Art Show](#)

## L.A.'s First NFT Art Gallery Is Making Its Debut at L.A. Art Show

□ losangeles • 2 weeks ago



# Coast to Coast Newspaper

## [LA Art Show Opening night July 29th runs through August 1st- Preview, Tickets](#)



Art/Museums

### LA Art Show Opening night July 29th runs through August 1st- Preview, Tickets

July 23, 2021   todd elliot   LA art show, la convention center

WELCOME TO THE METAVERSE

LA ART SHOW ANNOUNCES PARTNERSHIP WITH SUPERRARE AS THE

Our publication has been in business since 1999. We cover many topics with positive publicity and aim to provide features on all of our stories with contact info and direct website links. Our articles stay up forever and we can put up advance pr as well. We focus on travel, food, lodging, sports, entertainment, health, product reviews and more. A full list of our topics can be found on our home page.

#### Categories

##### Food

- Los Angeles Dining
- Dining Outside of Los Angeles
- Food/Wine Festivals Conventions & Shows

##### Travel

- Travel Destinations
- Hotels & Lodging
- Spas and Resorts
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##### Sports

- Main General Sports
- Ski Stories
- Tennis

[LACC celebrates its 50-year anniversary](#)

## LACC celebrates its 50-year anniversary

News

Michael Jones · August 2, 2021 · No Comments



[Photos: L.A. Art Show rolls into Convention Center](#)

DB

Photos: L.A. Art Show rolls into Convention Center



NEWS • News

## Photos: L.A. Art Show rolls into Convention Center

The show is being hosted at the L.A. Convention Center, West Hall, 1201 S. Figueroa St., Los Angeles.





[Rita Ora stands out from the crowd as she boldly pairs a ruffled turquoise peplum top with magenta trousers at LA Art Show's opening night](#)

# Rita Ora stands out from the crowd as she boldly pairs a ruffled turquoise peplum top with magenta trousers at LA Art Show's opening night

By SARAH ABRAHAM FOR DAILYMAL.COM

PUBLISHED: 23:43 EDT, 29 July 2021 | UPDATED: 17:52 EDT, 3 August 2021

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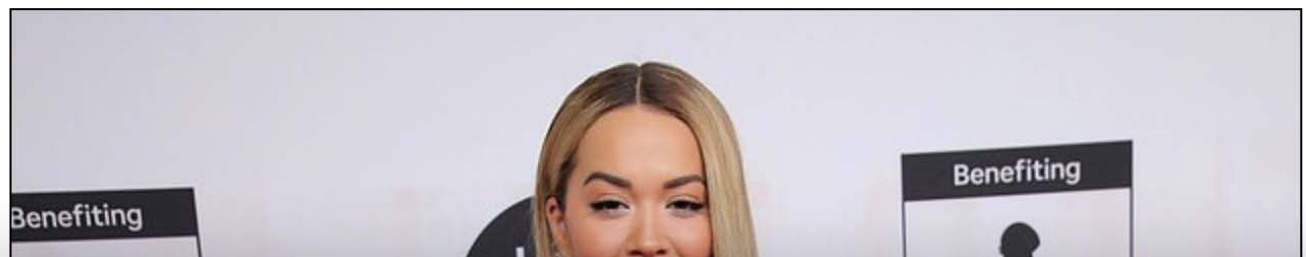
61  
View comments



**Rita Ora** was impossible to miss as she stepped out for the Los Angeles Art Show's opening night held at the **LA** Convention Center Downtown.

On Thursday evening, the 30-year-old Kosovo-born singer boldly paired a ruffled turquoise top with a pair of tailored magenta trousers as she walked the red carpet.

In recent months she has been attached at the hip to boyfriend Taika Waititi, 45, but she appeared solo at the gala which she was tapped to host.



Diversions LA

[LA Art Show: First Out of the Gate – A Major Art Show Returns](#)



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NEON MAGIC – LINDA SUE PRICE ENTHRALLS

BETZI STEIN: ARTIST /

## LA Art Show: First Out of the Gate – A Major Art Show Returns

Posted on [August 1, 2021](#) by [Diversions LA](#)



Downtown LA News

## LA ART SHOW SUMMER EDITION SPOTLIGHTING WOMEN, ART, AND TECHNOLOGY

ART / EXHIBIT / FAIR / FAMILY FRIENDLY / FESTIVAL / MISCELLANEOUS / MUSEUM / SHOPPING / SPECIAL EVENT

### **LA Art Show**



LA ART SHOW SUMMER EDITION  
SPOTLIGHTING WOMEN, ART, AND TECHNOLOGY

JULY 29, 2021 - AUG 1, 2021  
LOS ANGELES CONVENTION CENTER

Opening Night Premiere  
VIP Red Card Special Collectors' Preview  
Thursday, July 29, 2021  
6pm-7pm (followed by Premiere Benefit)

Special VIP Red Card Show Hours  
Friday, July 30 - Sunday, Aug 1, 2021  
10am-12pm

General Admission  
Friday, July 30 - Saturday, July 31, 2021  
12pm-8pm  
Sunday, Aug 1, 2021  
12pm-6pm

TICKETS  
<https://tinyurl.com/3wsm3dsa>

### **DTLA Weekly**

SPOTLIGHT ON WOMEN, ART & TECHNOLOGY – LA ART SHOW RETURNS



## **The LA Art Show, the most comprehensive international contemporary art show in America, is honored to officially kick-off the city's 2021 art season at the Los Angeles Convention Center on July 29, 2021.**

This special Summer Edition—on the heels of the landmark 25 year anniversary—takes a closer look at some of the latest technological trends in the art world, while still offering a traditional lens art from around the globe. In order to best cater to their loyal and large fan base, the [LA Art Show](#) has developed some unique programming to highlight some of the most interesting advancements in art including AR, VR, and NFTs, providing visitors a space to observe, learn, and enjoy.

### **Sign up to receive our popular Get 2 DTLA Newsletter!**

This new programming, in addition to the design and more classic mediums the show is known for, was designed with the viewers in mind, exposing people to something new and making digital art and technology more accessible. With this, the LA Art Show will be the first LIVE show to join the NFT conversation.

Sitting among the exciting additions and traditional staples, we have the return of DIVERSEartLA, an important and highly-anticipated part of the show curated by Marisa Caichiolo. This part of the show will focus on the presence, contributions, research, and documentation of women and non binary artists at the forefront of work at the intersection of art, science, and technology, represented by guest museums and institutions.

[TO DTLA](#)

**DT News | Downtown Los Angeles**

TOP STORY

# LA Convention Center celebrating 50 years

By Christina Fuoco-Karasinski, LA Downtown News Executive Editor Aug 9, 2021

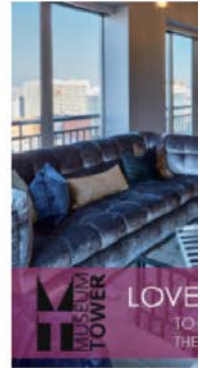


PREV

Ellen Schwartz is the general manager of the LA Convention Center.



The Los Angeles Convention Center is celebrating its 50th anniversary throughout 2021, recalling events on its website.



## Most Popular

Articles

- A bluesier formation of '80s LA rockers Cruzados celebrates new album at Redwood Bar
- Music Center's Dance DT

Easy Reader

## [The LA Art Show's back this weekend](#)

### **LA Art Show returns**

Less spectacular, but plenty to see

*by Bondo Wyszpolski*

There are many places to see art in and around Los Angeles, but one location where it all comes together is the annual LA Art Show, where dozens and dozens of galleries and exhibitors display dozens and dozens of the most talented artists on the planet. Yes, they set foot here from Europe, Asia, and beyond.



**The Experience Magazine**

## [Artist Erwin Glaub at LA Art Show 2021](#)

FOOD AND WINE SPECIAL EVENTS MUSIC FILM THEATER TRAVEL PRODUCT REVIEW



SPECIAL EVENTS

### Artist Erwin Glaub at LA Art Show 2021

July 26, 2021 - by Dustin Brown



Spread the love



(EXPERIENCE MAGAZINE) — Los Angeles, CA — Thursday, July 26th, 2021 — Artist Erwin Glaub recently had a piece of art at the LA Art Show 2021. Known for his iconic large canvases from the 1960s, Glaub had a unique sculpture at this year's LA Art Show.

The LA Art Show has been a huge supporter of **St. Jude Children's Research Hospital** as it leads the way the world understands, treats and defeats childhood cancer and other life-threatening diseases. Previously opening night proceeds had benefited the charity, but this year the LA Art Show is donating 15% ALL ticket proceeds to its life saving mission.



ExhibitorLive Magazine



## [The Los Angeles Convention Center Celebrates 50 Years of Event Excellence](#)

### VENUES & DESTINATIONS

# The Los Angeles Convention Center Celebrates 50 Years of Event Excellence



7/30/2021

LOS ANGELES - The Los Angeles Convention Center (LACC), owned by the City of Los Angeles and managed by ASM Global, the premier venue management and services company, marked 50 eventful years with a live celebration on Thursday, July 29th.

After touring the LA Art Show, the first large-scale event to be hosted by the Convention Center since re-opening, City of Los Angeles Mayor Eric Garcetti addressed approximately 200 attendees that included City and State officials, event organizers, Convention Center partners, the downtown LA hospitality community, and current and former LACC employees.



Hollywood Glam Magazine

## [LA Art Show '21 Makes History with The Masterpieces Presented](#)

Art

### LA Art Show'21 Makes History with The Masterpieces Presented

By Lana Krapivina - August 1, 2021

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No matter if you are a fan of American Art or European Art, Asian Art, Modern or Classic Art – it was something for everyone at the LA Art Show Opening Night Gala that took place on July 29<sup>th</sup>. From Andy Warhol to Pierre-Auguste Renoir, from New York to Miami galleries presenting their artists, it was everything an art lover could dream about.

I was amazed to see great works of Ukrainian, Armenian, French, Chinese, and LA-based artists. It took me about two hours to take a personal “tour” to learn more about each of the paintings presented at the exhibition. I was lucky to talk to some artists to discuss their unique style, inspiration etc.

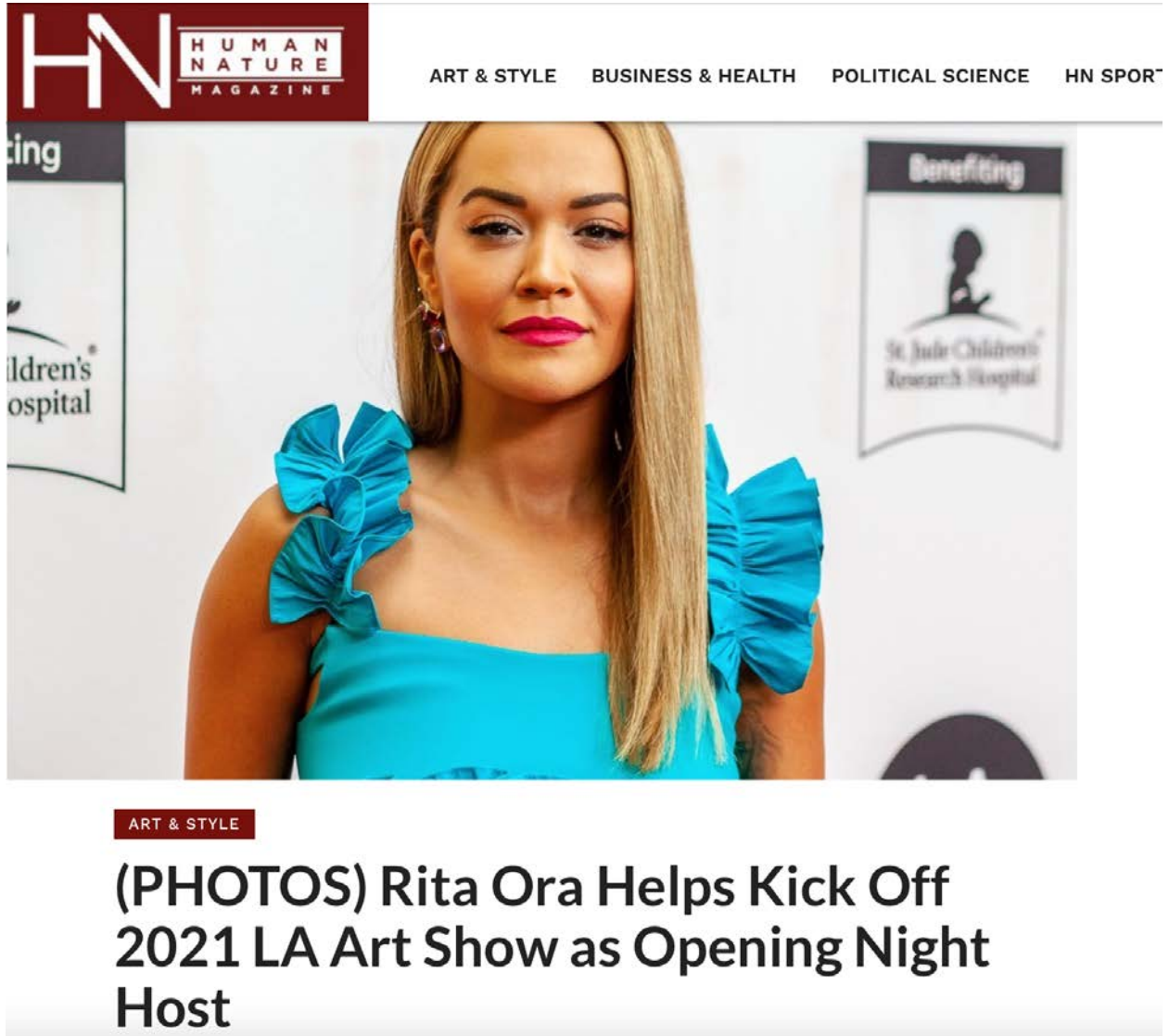
The show took place on July 29<sup>th</sup> – August 1<sup>st</sup> and was hosted by celebrity Rita Ora. During the Opening Night, she took the stage to present a welcome speech and discuss the charity cause of the project that benefited St Jude Children’s Research Hospital. It was probably the first biggest event since the beginning of the pandemic.



Human

## Nature Magazine

[Rita Ora Helps Kick Off 2021 LA Art Show as Opening Night Host](#)



Inglewood Today



[Opening weekend of the 2021 LA Art Show](#)



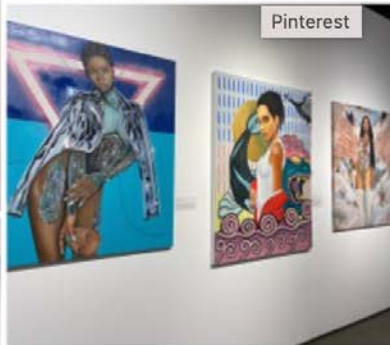
LEGAL NOTICES/ DBAS

DONATIONS

# Opening weekend of the 2021 LA Art Show

By **Brea Mitchell, Staff Writer** - August 6, 2021

0



Just Jared



## Rita Ora Wears Colorful Outfit While Hosting L.A. Art Show Opening Night Gala 2021

◀ OLDER

NEWER ▶

FRI, 30 JULY 2021 AT 2:38 AM

 Tweet

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 Share 8

### Rita Ora Wears Colorful Outfit While Hosting L.A. Art Show Opening Night Gala 2021



**Rita Ora** is enjoying a night out!

The 30-year-old singer and actress hit the red carpet at the **2021 L.A. Art Show Opening Night Gala** on Thursday evening (July 29) at the L.A. Convention Center in Los Angeles.

**PHOTOS:** Check out the latest pics of **Rita Ora**

For the event, **Rita** went colorful in a blue, ruffled blouse paired with purple trousers and red heels.

**Rita** hosted the event, which benefited the St. Jude Children's Hospital.

Just a few weeks ago, **Rita** and boyfriend **Taika Waititi** were spotted [coupling up for dinner date](#) in West Hollywood.

## KCRW

[Calendar Listing](#), [Calendar Listing](#), [Broadcast spots \(X5\)](#), [5 Things takeover](#)

### LA Art Show



[Buy Tickets](#)



**Jul 29 - Aug 1**

(All times are in PDT)

[Add to Calendar](#)



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PODCAST



**LISTEN**  
7 MIN



GREATER LA

### Felix Fair, LA Art Show, Gallery Weekend: New art events to check out in LA

Hosted by Steve Chiotakis • Jul. 28, 2021 **ARTS**



Felix LA 2021 will showcase LA-based galleries in rooms and poolside cabanas at the Hollywood Roosevelt Hotel.

THE LA ART SHOW

This event has passed.

## LA Art Show



[Buy Tickets](#)



EVENTS

**LA Art Show**

Jul. 27, 2021



EVENTS

**LA Art Show**

Jul. 13, 2021



ARTS

**Felix Fair, LA Art Show, Gallery Weekend: New art events to check out in LA**

Gallery Weekend Los Angeles runs July 28 through August 1.

Jul. 28, 2021 | from Greater LA

[Listen • 7 min](#)



EVENTS

**LA Art Show**

Jan. 10, 2020 | at Events



JULY 29-AUG 1  
LAARTSHOW.COM



## WIN: LA Art Show Tix

The LA Art Show returns to the sprawling Convention Center this week, with over 180,000 square feet of contemporary art to discover. Exhibits include modern works from international creators of painting, illustration, sculpture, and more. You can also check out the *ROOTS* historical exhibit



# KPCC

(X 18) air spots

## SCPR will provide to LA Art Show:

Eighteen (18x) Underwriting Spots

- Monday through Sunday, 12am to 12am, on station(s) KPCC-FM, KUOR-FM, KVLA-FM, and KJAI-FM

Total Value: \$9,000

**KPCC 89.3FM** Member-supported news for Southern California



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## Korea Daily

### '천사의 도시, 아트 허브로 만들다' 25주년 LA Art Show

내달 5~9일 LA컨벤션센터  
18개국 120개 갤러리 참여

LA 다문화 표현한 작품 소개  
최영욱의 '달항아리'도 소개



25주년을 맞은 LA아트쇼가 내달 5일 LA컨벤션 센터에서 개막한다. [LA아트쇼 제공]

올해로 25회째를 맞는 LA아트쇼가 내달 5일부터 9일까지 LA컨벤션센터에서 열린다. 25주년인 만큼 화려한 라인업을 자랑하며 최대 규모의 행사를 선보일 예정이다.

## L.A Daily News

[Photos: L.A. Art Show rolls into Convention Center](#)

### Photos: L.A. Art Show rolls into Convention Center

The show is being hosted at the L.A. Convention Center, West Hall, 1201 S. Figueroa St., Los Angeles.



## LA Arts Online

[BY CYNTHIA LUM | PHOTO COURTESY OF LA ART SHOW](#)

### LA ART SHOW



LA Art Show Producer/Director Kassandra Voyagis with Los Angeles Mayor Eric Garcetti



**BY CYNTHIA LUM**  
**PHOTO COURTESY OF LA ART SHOW**

The Opening Night Premiere benefiting St. Jude Children's Research Hospital was a celebration of exciting art, wonderful food, drinks, great energy and good cheer. Friends of art donned cool outfits, designer masks and gathered in the Los Angeles Convention Center for the much anticipated 2021 LA Art Show. The party, was a knockout with Tito's handmade Vodka bar and Kurosawa Sake Bar hot gathering places. Need to drive home? There were lots of non-alcoholic choices; Topo Chico, Honest Yerba Mate, and smartwater.

With unparalleled international art covering over 80 galleries, museums, and non-profit arts organizations from around the world exhibiting painting, sculpture, works on paper, installation, photography, design, video and performance the LA Art Show is the most comprehensive International contemporary art show in America.

Famed contemporary artist Robert Vargas amazed crowds watching him paint large live portraits using charcole and water color for donations to St. Jude Childrens Reseach Hospital. Another eye popping exhibit was Lee Lee Nam's Cartoon-Digital Panel Folding Screen: Imagined Borders where Nam created a



## LA Downtown News

[LA Art Show basks in summer sun, spotlights female and nonbinary artists](#)

By Bridgette M. Redman, LA Downtown News / Contributing Writer Jul 19, 2021 Updated Jul 19, 2021 



Kassandra Voyagis was sure of one thing: She wasn't going to cancel the LA Art Show, America's the most comprehensive international contemporary art show.

She took a leap of faith during a time when COVID-19 numbers were still high, and everyone was under lockdown. She moved the February show to July 29 to Aug. 1.

## LA Enthusiast

[LA Art Show – Los Angeles’s Longest Running Art Fair Leans Into the Future With AR, VR, and NFTs Exhibiting Alongside Historical, Contemporary and Modern Art](#)



MODERN +  
CONTEMPORARY

### **LA Art Show – Los Angeles’s Longest Running Art Fair Leans Into the Future With AR, VR, and NFTs Exhibiting Alongside Historical, Contemporary and Modern Art**

The LA Art Show, the most comprehensive international contemporary art show in America, is honored to officially kick-off the city's 2021 art season at the Los Angeles Convention Center on July 29th, 2021.

This special Summer Edition—on the heels of the landmark 25 year anniversary—takes a closer look at some of the latest technological trends in the art world, while still offering a traditional lens art from around the globe. In order to best cater to their loyal and large fan base, the LA Art Show has developed some unique programming to highlight some of the most interesting advancements in art including AR, VR, and NFTs, providing visitors a space to observe, learn, and enjoy. This new programming, in addition to the design and more classic mediums the show is known for, was designed with the viewers in mind, exposing people to something new and making digital art and technology more accessible. With this, the LA Art Show will be the first LIVE show to join the NFT conversation.

Visit The LA Art Show July 29th – August 1st

[L.A.'s First NFT Art Gallery Makes Its Debut at L.A. Art Show](#)

Home » Art » L.A.'s First NFT Art Gallery Makes Its Debut at L.A. Art Show



## L.A.'s First NFT Art Gallery Makes Its Debut at L.A. Art Show

Curator Sinziana Velicescu tells us about taking digital art from the metaverse to the physical world

By Gwynedd Stuart - July 30, 2021

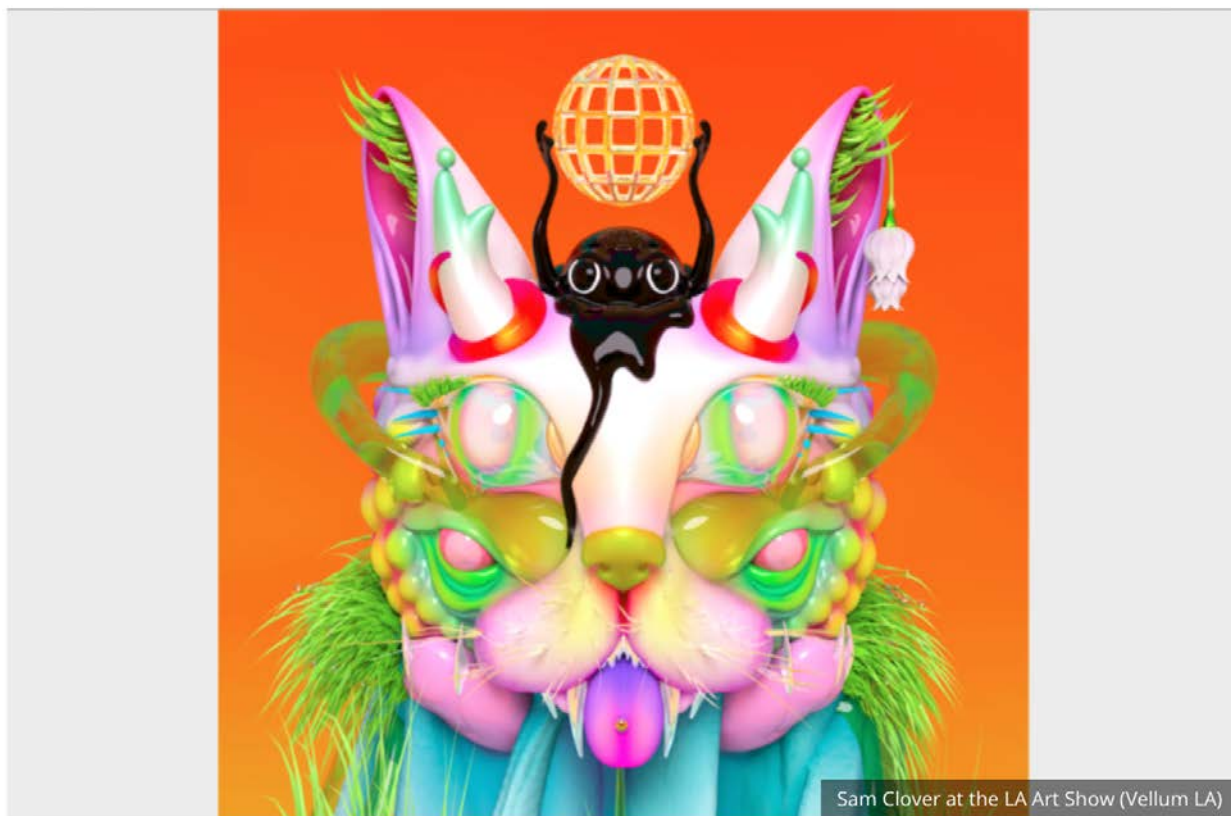


[L.A. Art Show](#) kicked off at the Convention Center Thursday night, and there's something different on display this year. Alongside the many traditional galleries showing everything from photography to sculpture is Vellum L.A., which will be the city's first brick-and-mortar gallery dealing in NFT (non-fungible token) art when it opens on Melrose Avenue this fall.

It's the first NFT art display in the fair's history; in fact, it's the first live NFT showcase at any fair. In partnership with the NFT marketplace SuperRare and L.A.-based media and design firm StandardVision, Vellum is showing a series of digital works by woman and non-binary artists on digital "canvases" developed specifically to display NFT art. Want to pick up a piece you see at the show? You better be packing ETH cryptocurrency.

## LA Weekly

[L.A. ART WEEK: ARTS CALENDAR JULY 28 – AUGUST 4](#)



## L.A. ART WEEK: ARTS CALENDAR JULY 28 – AUGUST 4



SHANA NYS DAMBROT × JULY 28, 2021



LA Weekly

[MEET ART FUTURES HUMANIST TIFFANY TREND](#)



## MEET ART FUTURES HUMANIST TIFFANY TREND



SHANA NYS DAMBROT × AUGUST 23, 2021

## Los Angeles Life and Style

[THE LA ART SHOW, JULY 29 – AUG. 1, 2021: LA'S LONGEST RUNNING ART FAIR JUMPS INTO 26TH YEAR](#) Press | PBS Newshour | Tristan Eaton

Article | <https://www.pbs.org/video/street-artist-and-designer-tristan-eaton-s-global-canvas-1623534642/>



LOS ANGELES LIFE AND STYLE

THE LA ART SHOW, JULY 29 –  
AUG. 1, 2021: LA'S LONGEST  
RUNNING ART FAIR JUMPS  
INTO 26TH YEAR WITH BRAND  
NEW PROGRAMMING  
SPOTLIGHTING WOMEN, ART,  
AND TECHNOLOGY

🕒 JULY 24, 2021   📍 LOS ANGELES LIFE AND STYLE   💬 LEAVE A COMMENT

**Tagline** | Street artist and designer Tristan Eaton's global canvas

**Quotes** | "I want a piece of art that has impact when you drive by it at 40 mph but I also want that when you drive through a street of brick and concrete with drab and gray and you see this pop of color a reminder that anything's possible"

**Summary** | Next month the Long Beach Museum of Art in Southern California will open "All At

Once," a 25-year retrospective on the work of artist Tristan Eaton. Described as an urban pop artist, Eaton's work moves between guerrilla street art, commercial design, civic installation and fine art. Christopher Booker recently spoke with Eaton about his life, [WITH BRAND NEW PROGRAMMING SPOTLIGHTING WOMEN, ART, AND TECHNOLOGY](#)

## Los Angeles Times

[13 best bets for your weekend: 'Princess Bride,' flamenco dance and the Actors' Gang](#)

Sections

Los Angeles Times

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**Flor Amargo**

The [Mexican singer-songwriter](#) helps launch Levitt Pavilion Los Angeles' 2021 season of free outdoor concerts. The evening also includes a DJ set by La Banda Elástica. MacArthur Park, 2230 W. 6th St., L.A. 7 p.m. Friday. [levittlosangeles.org](#)

**The LA Art Show**

The long-running art fair returns with a spotlight on women artists plus special programming focused on the marriage of art and technology. Los Angeles Convention Center, West Hall, 1201 S. Figueroa St., downtown L.A. Noon to 8 p.m. Friday-Saturday, noon to 6 p.m. Sunday. Single-day tickets, \$30. [laartshow.com](#)

**Shoshana Bean**

The Broadway veteran ("Wicked," "Waitress," "Hairspray") performs selections from her trio of solo albums in a three-night stand in Tinseltown. The Bourbon Room, 6356 Hollywood Blvd., Hollywood. 8 p.m. Thursday-Saturday. \$35-\$75. [bourbonroomhollywood.com](#)

**"State Fair Ent. Presents the Official Summer Fair of L.A."**

There will be rides, carnival games, live music, dog stunt shows and deep-fried just about everything at this family-friendly event. Santa Anita Race Track, 285 W. Huntington Drive, Arcadia. Noon to 10 p.m. Thursdays-Sundays. \$7-\$12; children

## Look to the Stars

### [Rita Ora To Host LA Art Show Opening Night Benefit For St. Jude Children's Research Hospital](#)

LOOK TO THE STARS

THE WORLD OF  
CELEBRITY GIVING

Home / News


## Rita Ora To Host LA Art Show Opening Night Benefit For St. Jude Children's Research Hospital

July 28, 2021

The LA Art Show is thrilled to announce that global superstar [Rita Ora](#) will be the official host of the 2021 Opening Night premiere party, kicking off the Los Angeles art season with this special summer edition.

The event will be held at the Los Angeles Convention Center on Thursday July 29th from 6-11PM. In addition to her chart-topping hits, Ora is known for her work in both television and film, as well as for her role as [UNICEF](#) Ambassador.

Ora, known for her love of fashion, art, and culture is a perfect example of the next generation of collectors and a great representative for [St. Jude Children's Research Hospital](#) and the LA Art Show. "I'm so proud to be hosting the opening night of the LA Art Show in partnership with St. Jude Children's Hospital. The work St. Jude's does is life-changing and its impact can be felt around the



PROFILES

**Celebrities:**  
Rita Ora

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Moby Arts

[SIQUEIROS At The LA Art Show](#)

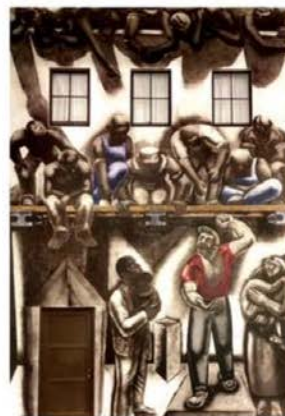
## SIQUEIROS At The LA Art Show

July 17, 2021



*Coagula*  
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Launching This Month  
**SIQUEIROS 2022**  
at the LA Art Show  
July 29 - Aug 1, 2021



**STREET MEETING**  
David Alfaro Siqueiros  
Integrative color by  
Luis Garcia  
Hand-Pulled, 10-color  
silkscreen  
Edition of 50 - 24" x 34"  
1952 - 2021

Cultural Center.

LA ART SHOW HOURS

Thursday, July 29, 2021 | 8 PM – 11 PM Opening Night Premiere

Friday, July 30, 2021 | 11 AM – 7 PM Saturday, July 31, 2021 | 11 AM – 7 PM Sunday, August 1, 2021 | 11 AM – 5 PM

## Monterey County Weekly

### [LA Art Show Leads the Pack with a Summer Edition](#) [Spotlighting Women, Art, and Technology](#)



# LA Art Show Leads the Pack with a Summer Edition Spotlighting Women, Art, and Technology

By LA Art Show Jun 17, 2021 Updated Jun 17, 2021 0

1 of 2

#### By Region

- Monterey County
- Big Sur
- Carmel
- Del Rey Oaks
- Marina
- City of Monterey
- Pacific Grove
- Pebble Beach
- Salinas
- Sand City



LA Art Show Floor Image 2020

By LA Art Show

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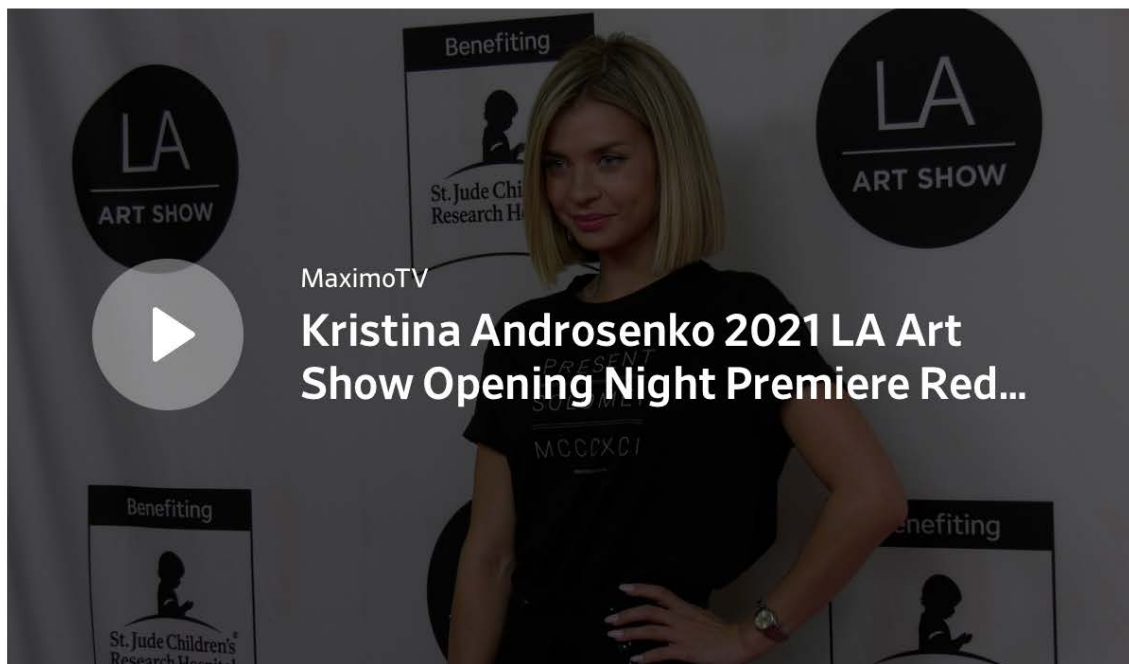
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### [Kristina Androsenko 2021 LA Art Show Opening Night Premiere Red Carpet Fashion](#)

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## Kristina Androsenko 2021 LA Art Show Opening Night Premiere Red Carpet Fashion

NBC Los Angeles  
[Weekend: LA Art Show Opens](#)

WEEKEND

## Weekend: LA Art Show Opens

The contemporary art wonderland returns to DTLA. Plus: Immersive Van Gogh, Plantopia, the Bob Baker Marionettes, Fly-In Drive-In

By **Alysia Gray Painter** • Published July 29, 2021 • Updated on July 29, 2021 at 12:43 pm



Krista Kim





Nerd Reactor

[Our Fave Galleries at The LA Art Show 2021](#)



August 2, 2021



John Nguyen

## Our Fave Galleries at The LA Art Show 2021



## Newsroom - UCLA

[LA Art Show has a strong UCLA vibe](#)

# Newsroom

Categories For news media 

ARTS + CULTURE

## LA Art Show has a strong UCLA vibe

Professor Chon Noriega helped curate the show, which features alumnae Carmen Argote and Zeynep Abes



## NFT Newswire

[LA Art Show Spotlights Women, Art, Technology With NFTs, AR and VR](#)

### NFT News Wire

NFT & Crypto Art Press Releases

## LA Art Show Spotlights Women, Art, Technology With NFTs, AR and VR

LOS ANGELES, June 17, 2021 /PRNewswire/ — The LA Art Show, the most comprehensive international contemporary art show in America, is honored to officially kick-off the city's 2021 art season at the Los Angeles Convention Center on July 29, 2021. This special Summer Edition takes a closer look at some of the latest technological trends in the art world including AR, VR, and NFTs, while still offering a traditional lens from art around the globe.



Capital with Blue and Red Gan Painting – Marjan Moghaddam

Sitting among the exciting additions we have the return of DIVERSEartLA, an important and highly-anticipated part of the show curated by Marisa Caichiolo. This part of the show will focus on the presence, research, and documentation of women and non-binary artists at the forefront of work at the intersection

## No Proscenium

### [LA Art Show 2021 — LA Art Show](#)

#### **LA Art Show 2021 — LA Art Show**

**\$30; Los Angeles, CA; Event Concluded**

For years I've been attending the LA Art Show. This year, I'm making my claim in (digital) print: the art fair model needs to be reimagined.

Billed as “the most comprehensive international contemporary art show in America,” the LA Art Show is an organized maze of booths offering a spectrum of art: at one end is fine art by modern artists such as Egon Schiele; at the other is a contemporary, bloated mashup of post-Banksy, urban pop art, infused with references to Jean-Michel Basquiat, Andy Warhol, Blek le Rat, and Robbie Conal. The 2021 show felt stagnant and many of the works derivative; the fair's design only amplified this sensation.

A few experiential elements were incorporated, including an NFT selection, and those were the most compelling aspects of the entire event. Curated by Marisa Caichiolo, the DIVERSEartLA section focused on “women and non-binary artists at the forefront of work at the intersection of art, science and technology represented.” Standout installations included Carmen Argote's “Last Light,” Zeynep Abes “Memory Place,” and Ana Marcos' “DATA | ergo sum | RELOADED.” All of these works probed identity via evocative methods; this was the poetic, emotional root of the fair, but the canopy above was sparse and malnourished.



**Private Air Magazine**  
ARTS & COLLECTIBLES  
MARK YOUR CALENDARS



For the past twenty-four years, an elite roster of national and international galleries, renowned artists, distinguished curators, architects, designers, and discerning art collectors head to downtown Los Angeles for the West Coast's largest art fair - The LA Art Show. This January 23rd - 27th, 2019, the 200,000 plus sq. ft. Los Angeles Convention Center - West Hall will open their doors and art will fire up imagination, debate, conversation, reflection, and emotion. Returning exhibitors include heavy hitters MS Rau, Konig Gallery, Mizuma Gallery, and many more. Expect to be inspired by the special showcase of traditional pan-Asian ink paintings for internationally renowned ink painter Yu-Ichi Inoue. Immerse yourself in a multi-sensory experience curated by Marisa Caichilio. Attend the Opening Night VIP Preview and Premiere Party. A portion of ticket proceeds will be donated to St. Jude Children's Research Hospital.

For a complete line up of the show's events or to purchase tickets for the Opening Night VIP Preview and Premiere Party, please visit [www.LAArtShow.com](http://www.LAArtShow.com)

## Return of the Art Show

Posted on August 3, 2021 by POPENTERTA

[Leave a comment](#)





## Red Carpet Fashion Awards

[Rita Ora Wore Greta Constantine For The 26th Annual LA Art Show Opening Night Gala](#)

JULY 30, 2021 **RUNWAY TO INSTAGRAM**

### *Rita Ora Wore Greta Constantine For The 26th Annual LA Art Show Opening Night Gala*

Posted by Catherine Kallon | [2 Comments](#)



See Great Art

[LA Art Show 2021 highlighting digital achievements in art](#)

ART IN THE WEST

# LA Art Show 2021 highlighting digital achievements in art



BY CHADD SCOTT • JULY 24, 2021 • 0 COMMENTS



The LA Art Show 2021, the most comprehensive international contemporary art show in America, officially kicks off the city's 2021 art season at the Los Angeles Convention Center on July 29. This special Summer Edition—on the heels of the landmark 25 year anniversary—takes a closer look at some of the latest technological trends in the art world, while still offering a traditional lens on art from around the globe.



## SM Observed

### [LA Art Show 2021 Opening Night Premiere Party](#)

#### LA Art Show 2021 Opening Night Premiere Party

By [Rachel Ganz](#)  
Observer Staff Writer



To Benefit St Jude Children's Research Hospital Hosted by International Superstar Rita Ora



August 13, 2021



Thursday Night, July 29, 2021 -- The LA Art show has been a staunch supporter of St Jude Children's Research Hospital, a leading hospital devoted to medical research and the treatment of childhood cancer and other life-threatening diseases. This year, the LA Art show donated 15% of all ticket proceeds to St Jude Children's Research Hospitals' lifesaving dedication and mission.

Advertisement

Rita Ora , Brittish Pop Star. Who was the Hostess

## Style & Society Magazine

### [LA Art Show Hosts 2021 Opening Night Premiere](#)

## LA Art Show Hosts 2021 Opening Night Premiere

August 4, 2021 |

Entertainment



The **LA Art Show** returned to the Los Angeles Convention Center on July 29 to host a socially distanced special summer edition of the fair. As the city-and west coast's-largest art fair, and one of the most diversely programmed in the world, the LA Art Show featured a comprehensive lineup of exhibitors in not only the traditional contemporary and modern art, but a foray into digital art and new technology as well. Global superstar **Rita Ora** hosted the Opening Night premiere party, with 15% all ticket proceeds supporting its life saving mission of **St. Jude Children's Research Hospital**, a leader in fighting childhood cancer and other life-threatening diseases.

In addition to food, beverages, and art, opening night attendees were given a special sneak peek of the LA Art Show's exciting new programming. With over 200,000 square feet featuring more than 70 galleries, there was plenty of space for patrons to safely enjoy everything the LA Art show has to offer. As opening night guests navigated the fair, they were exposed to some of the latest trends in art, in addition to the traditional programming.

## Sunset Magazine

### [The LA Art Show Wants You to Invest in Crypto](#)



Courtesy of Blake Kathryn

**With its reintroduction, the LA Art Show comes with new tricks and trades. This year's showstopper is CryptoArt.**

TEAGHAN SKULSZKI – Updated August 9, 2021

If you turn on the news, you're bound to hear the echoes of Dogecoin and cryptocurrency. For some, the crypto world has become a playground of investing, creating new opportunities in finance and technology. Today, the global phenomenon is finding its foothold in Los Angeles through the [LA Art Show](#). We'd like to introduce you to a new kind of fine art: CryptoArt.



## Surface Magazine

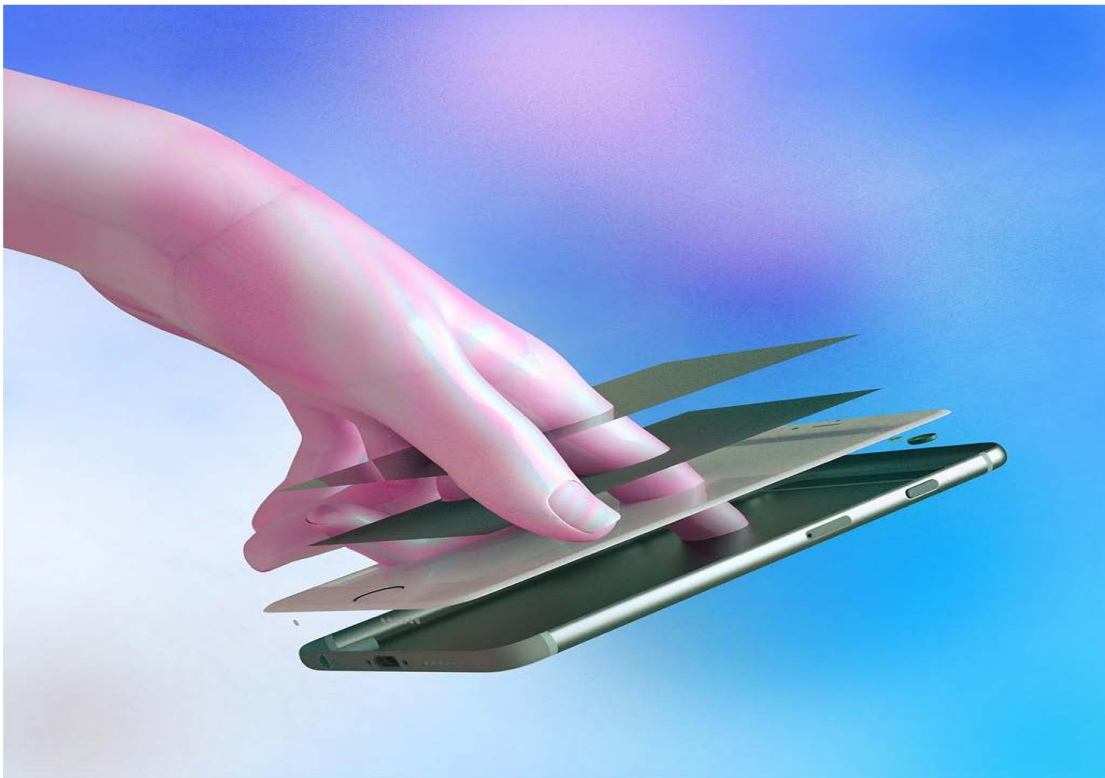
[At the LA Art Show, Women and Technology Take Center Stage](#)

ART

### At the LA Art Show, Women and Technology Take Center Stage

Kicking off the city's long-awaited art week, the LA Art Show brings an array of can't-miss artworks at the intersection of science, technology, and social justice to the fore.

BY RYAN WADDOUPS  
July 20, 2021



THE LA ART SHOW.

Nicole Ruggiero, *Touch Me for Vellum LA's Sea Change*.



LA ART SHOW'S SPECIAL SUMMER EDITION CELEBRATES MAJOR SUCCESS  
WITH RECORD SALES FOR MANY PARTICIPATING GALLERIES

# POP CULTURE + DESIGN

## Posts tagged with "LA Art Show"

### LA ARTS SHOW

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**LA ART SHOW'S SPECIAL SUMMER EDITION CELEBRATES MAJOR SUCCESS WITH RECORD SALES FOR MANY PARTICIPATING GALLERIES**

**The Return to Live Art Fairs with COVID-Conscious Guidelines Limited Attendees But Double Sales**

Among the first events to return live, this weekend the [LA Art Show](#) wrapped a socially distanced special summer edition of the fair with half the attendance but double the sales.

Galleries, art dealers, curators, collectors, and art lovers masked up and made their way to Los Angeles Convention Center this past weekend to surround themselves with arts and culture, marking the first time in 18 months for some visitors.



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# The Eden Magazine

## LA ART SHOW

# THE EDEN Magazine

HOME EDITORIALS BLOG THE EDEN MAGAZINE CENTER

### LA ART SHOW

Featured in our August 2021 issue.

Video by **Alexia Melocchi**

## THE LA ART SHOW 2021

Photos by SHERI DETERMAN

The most comprehensive international contemporary art show in America, the LA Art Show, was honored to officially kick off the city's 2021 art season at the Los Angeles Convention Center on July 29, 2021.

This special Summer Edition—on the heels of the landmark 25th anniversary—took a closer look at some of the latest technological trends in the art world while still offering a traditional line art from around the globe.

In order to best cater to their local and large fan base, the LA Art

Shine among the existing addition and traditional staples was the return of DIVERSEartLA, an important and highly anticipated part of the show curated by Martin Gschlacht. This part of the show was focused on the presence, contributions, research, and documentation of women and non-binary artists at the forefront of work in the intersection of art, science, and technology, represented by guest curators and institutions.

The San Marcos Museum of Art (MASM) from Lima, Peru, by Peruvian artist Angie Boticas, "THE SYMPHONY OF NOW"



Art Museum of the Americas (AMA) has joined with a special project created by Fabian Gonzalez featured a compilation of material and an exhibition of the work of women artists who have played a central role in the development of new media practices throughout history and women and non-binary people whose forward-thinking practices are currently reshaping the field.

The UCLA Chicano Studies Research Center was a special project created by Chon Noriega titled *Invasive Distancing*. LA-based artists Carmen Argueta and Zepher Abon, which animated recent media art produced during the COVID-19 pandemic.

Continuing the Los Angeles presence, New Art LA and Building Bridges Art Exchange have joined forces as local non-profit organizations to exhibit the work *Agua* by Luciana Abait, a video projection created as part of the LUMENEX Project by New Art LA. This work was inspired by the flood-morph motif that occurs in many cultures, in which water acts as a healing and rebirth tool, often infusing ideas of creation, purification, and sustaining life.

The most unconventional and anticipated contribution to the section was Tiffany Terada, a multidisciplinary performance artist known for exploring the female body's relationship to today's ever-changing technology.



William LA, the first physical gallery for NFT-backed digital art in Los Angeles, launching in September, presents *Sea Change*, a physical NFT exhibition in partnership with SuperRare, the show's official marketplace partner.

This exhibition featured work by new media and digital artists whose work embraces our inevitable technological innovation, exploring the metaverse's new language, materiality, and logic. The exhibition included Claudio Hani, Kristin Klein, Marjan Moghadam, and Inel Yael (Is Studio).

Curated by New Museum curators Jesse Daniels and Standard-Visions curator Stefania Velasco, the artworks exhibited on Standard-Visions' *Linear/Contra* displays—explicitly developed for *Sea Change* and designed to be the first-ever collection/masterpiece-grade digital art display canvases.

The 2021 event had some of the LA Art Show's favorite galleries: *Academy Contemporary*, *Cadwell Taylor Gallery*, *Sinclair Bickhaus Contemporary*, and *Tobacco House Art Gallery* from London for the lineup of Modern + Contemporary. The show was once again had an international presence with the *Pigment Gallery* returned

**SUPERRARE**  
Founded in 2017, SuperRare is a pioneering online, peer-to-peer marketplace for premium, single edition non-fungible tokens (NFTs), most notably CryptoPunks, built on the Ethereum blockchain. Created to streamline art collecting for the digital age, SuperRare has facilitated artists and collectors around the world to sell and purchase more than \$71M worth of art in the last year alone. On the heels of a successful first round of funding in 2021, SuperRare continues to work with key art institutions and auction partners across the globe.

**LA ART SHOW**  
The LA Art Show creates one of the largest international art fairs in the United States, providing an exciting, immersive, insider art experience to sponsors, select guests, and VIP clients. The show attracts an elite roster of national and international galleries, acclaimed artists, highly regarded curators, architects, design professionals, along with discerning collectors. This innovative, exceptional cultural environment attracts creative and brand members of Southern California businesses, state, county, and municipal government organizations, and leaders of the region's cultural institutions.

Attendees are trendsetters, influencers, and alpha consumers who seek and demand the newest and the best in all areas of their lives—art, design, food, technology, and travel being specific.

<https://www.laartshow.com>



# The Hollywood Times

## [The LA Art Show Celebrates Major Success!](#)

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## The LA Art Show Celebrates Major Success!


By **TheHollywoodTimes.today** - August 4, 2021





## The Hollywood Times

[Tonight RITA ORA HOSTS 26th ANNUAL LA ART SHOW OPENING NIGHT](#)





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# Tonight RITA ORA HOSTS 26th ANNUAL LA ART SHOW OPENING NIGHT GALA


By **TheHollywoodTimes.today** - July 29, 2021
















## The Worley Gig

[Summer Edition of the LA Art Show at the Los Angeles Convention Center](#)

REPORT THIS AD

ARTS AND CULTURE

# Summer Edition of the *LA Art Show* at the Los Angeles Convention Center

🕒 JULY 30, 2021   👤 REZPECT   💬 LEAVE A COMMENT



**Above Image Courtesy LA Art Show. All Other Photos by Geoffrey Dicker Except Where Noted**

**This is a Guest Post by LA-based Correspondent Geoffrey Dicker**

## Uncover LA

[Visit the L.A. Art Show, shop at the Aaron Basha Newport Beach trunk show, and more.](#)

L.A. Art Show, PCH Movies & Moonlight, Michael Stars' Vintage Tee...



---

**Michael Stars Vintage Tee Tour (Multiple Locations):** In celebration of Michael Stars' 35th anniversary, the brand is hitting the road with a mobile "tee tour." The Michael Stars Vintage truck will be making stops across SoCal. Guests can shop for nostalgic screen-printed tees featuring the iconic original '80s and '90s designs. See the full lineup above.

**When:** Friday, July 30 through Friday, Aug. 27

**Where:** Multiple Locations

**L.A. Art Show (DTLA):** Los Angeles's longest-running art fair is back! Under the direction of Kassandra Voyagis and curator Marisa Caichiolo, this exhibit's focus is Women, Art, and Technology. The new programming will highlight some of the most interesting advancements in the art including AR, VR, and NFTs. Featured galleries include Vellum LA, Arcadia Contemporary and more. Tickets for opening night are \$250, while regular general admission is \$30. Buy your tickets [here](#).

**When:** Friday, July 30 through Sunday, Aug. 1 from 12 to 6 p.m.

**Where:** [Los Angeles Convention Center](#), 1201 South Figueroa St., L.A., 90015

**Aaron Basha Newport Beach Trunk Show (Newport Beach):** Aaron Basha is taking over LoveShackFancy for their trunk show. The luxury jeweler is offering the perfect accessories for your summer wardrobe. The pop-up will feature the iconic Madison Avenue jewelers' sentimental and symbolic designs.

**When:** Saturday, July 31 through Sunday, Aug. 1 from 12 p.m. to 5 p.m.

**Where:** [LoveShackFancy](#), 3445 Via Oporto, Suite 102, Newport Beach, 92663

# Visual Art Source

## [Art Fairs & Associations](#)

### Art Fairs & Associations

#### LA Art Show

1201 South Figueroa Street  
Los Angeles Convention Center, West Hall  
Los Angeles, CA 90015

**Email:** [Email venue](#)  
**Phone:** (310) 822-9145  
**Fax:** (310) 822-9179  
**Website:** [www.laartshow.com](http://www.laartshow.com)

#### Description:

**MODERN | CONTEMPORARY** Los Angeles has emerged as a global epicenter of art & culture, with a distinct, interwoven multi-cultural influence unique to the city. Diversity is our strength and art is most impactful when it includes or transcends all borders. As LA rises as the world-class destination for art, the **LA Art Show** continues to lead the way with innovative programming and one-of-a-kind experiences for an expanding collecting audience.

To celebrate our diversity as a city and a fair, we're engaging and working with local and international museum curators and galleries to develop innovative programming, engaging dialogs and cutting-edge exhibitions with an ecumenical resonance.

Building on last year's excitement, **DIVERSEartLA** dedicates over 60,000 square feet in the **LA ART SHOW** to performance art, installations, exhibits and programs curated by major museums and arts organizations such as LACMA, MOLAA, THE AUTRY and MUSA MUSEUM OF THE ARTS GUADALAJARA. The **DIVERSEartLA** section is devoted to nurturing the creative energy of collectors, artists, curators and institutions by providing a contemporary art platform that helps to empower, connect and engage LA's dynamic community and diverse audiences with the world.

More than 200,000 square feet of booth space is committed to today's prominent galleries. These domestic and international galleries, beyond their booths, curate special exhibits that are at the forefront of the burgeoning contemporary art movement. The fair offers an extraordinary array of works in specialized sections – **Roots, Core, Littletopia, Works on Paper, Project Space, Jewel** and **Design LA Art**.

**Dialogs LA** returns in 2019 with a slate of talks and panel discussions led by international curators, esteemed panels comprised of artists, designers, collectors, art influencers and museum directors.

The compelling combination of galleries, exhibits, dialogs and programming creates the perfect cultural event for seasoned collectors and new collectors alike as more than 70,000 people descend on the **LA Art Show** to consume art! The **LA Convention Center** is home to the fair, offering an expansive 260,000



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##### Galleries & Museums

Complete guide to fine art venues of the Western United States





## West Hollywood Today

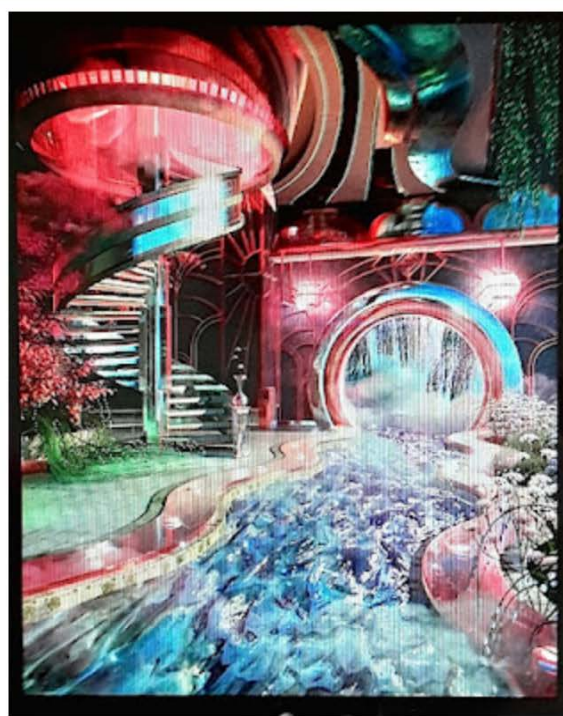
[LA Art show's Summer Edition kicks off July 29 to Aug.1 2021 at LA Convention Center](#)

Saturday, July 24, 2021

### LA Artshow's Summer Edition kicks off July 29 to Aug.1 2021 at LA Convention Center.

LA Artshow's Summer Edition kicks off July 29 to Aug.1 2021 with the latest technology in AR, VR, and NFT trends in the art world.

*By Karen Ostlund*




Vellum LA:Sea Change by Blake Kathryn



## White Wall Art

[A summer edition of The LA Art Show kicks off on July 29 with a special VIP night at the Los Angeles Convention Center, where it will remain open through Sunday, August 1, coinciding with the debut Los Angeles Gallery Weekend.](#)



**whitewaller**

SEARCH... 

# LA Art Show

A summer edition of The LA Art Show kicks off on July 29 with a special VIP night at the Los Angeles Convention Center, where it will remain open through Sunday, August 1, coinciding with the debut Los Angeles Gallery Weekend.

JULY 29, 2021 - AUGUST 1, 2021

**A** summer edition of The **LA Art Show** kicks off on July 29 with a special VIP night at the **Los Angeles Convention Center**, where it will remain open through Sunday, August 1, coinciding with the debut Los Angeles Gallery Weekend. This iteration of the fair will shine a spotlight on technology in art, becoming the first in-person show to join the NFT scene, in addition to programming like DIVERSEartLA and presentations



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[LA Art Show 2021 - Spotlighting the Latest Technological Trends in Art](#)

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**WIDEWALLS**



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# LA Art Show 2021 – Spotlighting the Latest Technological Trends in Art

Art Fairs



## Wire LA - Los Angeles News, Views, Reviews & Events

[JUL 29 - AUG 1: LA ART SHOW 2021 RETURNS TO LA CONVENTION CENTER; OPENING NIGHT PREMIERE PARTY, HOSTED BY RITA ORA, BENEFITS ST. JUDE](#)





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29 JULY, 2021



### JUL 29 - AUG 1: LA ART SHOW 2021 RETURNS TO LA CONVENTION CENTER; OPENING NIGHT PREMIERE PARTY, HOSTED BY RITA ORA, BENEFITS ST. JUDE

Posted by Don Rose

-

*The Show Will Go On (In Person) at the LA Convention Center July 29 - August 1 In An Updated, Safe Format Show; Organizers Hope To Reignite LA's Pre-Covid Thriving Art Market*

-

Los Angeles is home to many outstanding, world-class events, and the LA Art Show is a shining example. The most comprehensive international contemporary art show in America, this colossal annual show has time and again proven their commitment to uniting and uplifting the Los Angeles art community, and 2021 is no exception. With no shortage of obstacles for the live physical event (an inevitability considering the past year and a half), the organization continues to demonstrate their resilience and devotion to bringing art and culture to the masses, first with a monthly virtual DIVERSEartLA series that launched in February, and then the highly anticipated in-person show set to run July 29 to August 1 in DTLA, returning once again to the LA Convention Center.

**St. Jude Children's Research Hospital** is returning as the LAAS charity partner for the opening night reception, to be held July 29.

DIVERSEartLA Talks is a series of virtual discussions focusing on the Museums, Institutions, and Artists featured in the upcoming 2021 summer show. These talks fall perfectly in line with LAAS's stated mission to provide a sense of normalcy after a year full of turmoil and uncertainty for the art world.

# Xinhua News Agency

## [People visit LA Art Show in Los Angeles](#)



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# NORTH AMERICA

Monday, August 16, 2021

[Editions](#) :)



## People visit LA Art Show in Los Angeles

Source: Xinhua | 2021-07-31 07:39:14 | Editor: huaxia



People visit the LA Art Show in Los Angeles, the United States, July 29, 2021. More than 80 exhibiting galleries and museums from North and South America, Asia and Europe took part in the four-day event this year. (Photo by Zeng Hui/Xinhua)



[Rita Ora To Host LA Art Show Opening Night Benefit For St. Jude Children's Research Hospital](#)

## Rita Ora To Host LA Art Show Opening Night Benefit For St. Jude Children's Research Hospital



July 26, 2021 · 2 min read



LOS ANGELES, July 26, 2021 /PRNewswire/ -- The **LA Art Show** is thrilled to announce that global superstar **Rita Ora** will be the official host of the 2021 Opening Night premiere party, kicking off the Los Angeles art season with this special summer edition. The event will be held at the **Los Angeles Convention Center** on **Thursday July 29th from 6-11PM**. In addition to her chart-topping hits, Ora is known for her work in both television and film, as well as for her role as UNICEF Ambassador.

Ora, known for her love of fashion, art, and culture is a perfect example of the next generation of collectors and a great representative for **St. Jude Children's Research Hospital®** and the LA Art Show. "I'm so proud to be hosting the opening night of the LA Art Show in partnership with St. Jude Children's Hospital. The work St. Jude's does is life-changing and its impact can be felt around the world. I'm honored to be a part of this night, uniting my love of art with an incredibly worthy cause," says Ora.

For the past six years, LA Art Show has been a strong and unwavering supporter of **St. Jude Children's Research Hospital®** as it leads the way the world understands, treats and defeats childhood cancer and other life-threatening diseases. In 2021 St. Jude Children's Research Hospital® remains the beneficiary, but in an expanded capacity, donating 15% ALL ticket proceeds to its life saving mission.

The **LA Art Show** returns to the **Los Angeles Convention Center** from **July 29th to August 1st, 2021**, a celebration of the fair's 26th year and the convention center's 50th anniversary. As the city--and west coast's--largest art fair, and one of the most diversely programmed in the world, the LA Art Show features a comprehensive lineup of exhibitors in not only the traditional contemporary and modern art, but a foray into digital art and new technology as well. Opening night attendees will be given a special sneak peek of the LA Art Show's exciting new programming. With over 150,000 square feet featuring more than 70 galleries, there will be plenty of space for

### TRENDING

1. Biden draws new red line for U.S. military action in Afghanistan
2. Afghan journalist confronts Pentagon: 'Everybody is upset, especially women'
3. Florida school district calls emergency meeting after 5,500+ students forced to quarantine over COVID-19 outbreak
4. Photo shows posters of women at a Kabul beauty salon being painted over as the Taliban seized the city
5. In Backlash to Racial Reckoning, Conservative Publishers See Gold



# Media Coverage

## Broadcast

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ABC 7

[California's museums provide diverse, meaningful and educational experiences](#)

## ART

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## A look at California's vibrant, diverse museum culture

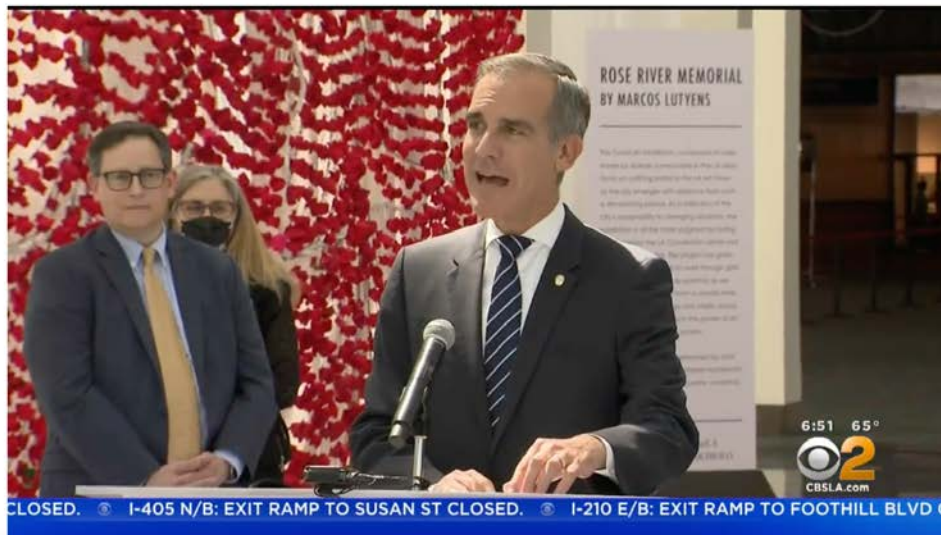
The Golden State's abundance of museums offer an incredible diverse selection of artistic places to explore.

CBS LA

[Los Angeles Convention Center Kicks Off 50th Birthday Celebration With Return Of The LA Art Show](#)

## Los Angeles Convention Center Kicks Off 50th Birthday Celebration With Return Of The LA Art Show

By CBSLA Staff July 30, 2021 at 10:54 am Filed Under: KCAL 9, Los Angeles



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[After year off due to pandemic, L.A. Art Show back in the picture this weekend at Convention Center](#)

LOCAL NEWS

# After year off due to pandemic, L.A. Art Show back in the picture this weekend at Convention Center



by: [Megan Telles](#)

Posted: Jul 31, 2021 / 10:22 AM PDT / Updated: Jul 31, 2021 / 11:15 AM PDT

## KTLA 5 Morning News

[After year off due to pandemic, L.A. Art Show back in the picture this weekend at Convention Center](#)

# After year off due to pandemic, L.A. Art Show back in the picture this weekend at Convention Center



by: [Megan Telles](#)

Posted: Jul 31, 2021 / 10:22 AM PDT / Updated: Jul 31, 2021 / 11:15 AM PDT

CBSN LA

[Los Angeles Convention Center Kicks Off 50th Birthday Celebration With  
Return Of The LA Art Show](#)

## Los Angeles Convention Center Kicks Off 50th Birthday Celebration With Return Of The LA Art Show

By CBSLA Staff July 30, 2021 at 10:54 am Filed Under: KCAL 9, Los Angeles



# **Media Coverage**

## Social Media

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## Art News

### [Instagram Ads](#) (X3)

Impressions: 24,432

Reach: 23,310

Engagements: 574 (519 likes, 10 comments, 22 sends, 23 saves)



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**artnews** The LA Art Show opens tomorrow with programming spotlighting women, art, and technology. This special summer edition marks LAAS as the first in-person exhibition to embrace NFTs. In addition to traditional contemporary art and design, expect the unconventional, including Tiffany Trendera's live and interactive performance via QR code. Visit the LA Convention Center 7/29–8/1!

Image: Tiffany Trendera, 'Un/Seen,' presented by DIVERSEArtLA.

@tiffanytrendera  
#laartshow

535 likes  
JULY 28

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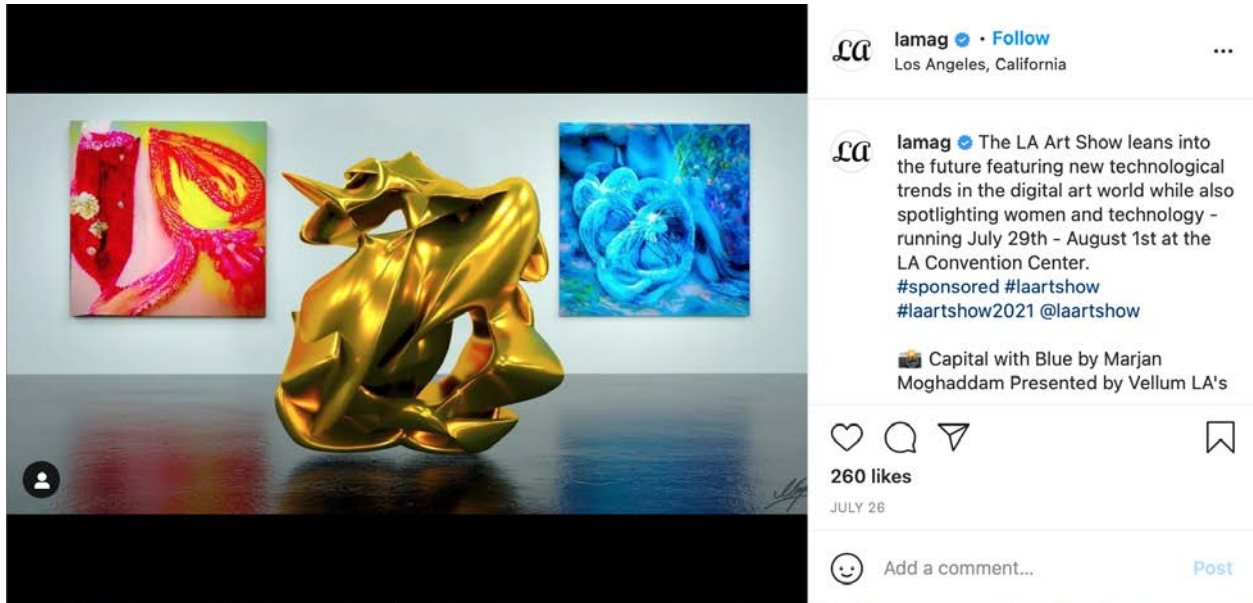
**artnews** The LA Art Show is in full swing! Visit the LA Convention Center this weekend to view all that the fair has to offer, including the highly anticipated return of DIVERSEArtLA. This year's edition, featuring guest museums and institutions from around the world, focuses on women artists working at the intersection of art, science, and technology.

318 likes  
JULY 30

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## LA Magazine

[Instagram posts](#) (x3)



# **Media Assets**

## Press Releases

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**LA ART SHOW KICKS OFF THE 2021 SOUTHERN CALIFORNIA ART SEASON IN THE  
'NEW NORMAL' OF EXHIBITIONS & SOCIAL DISTANCING**



**OPENING NIGHT PREMIERE**

Wednesday, February 10, 2021

VIP Red Card Special Collectors' Preview | 6pm - 11pm

**SHOW HOURS**

Thursday, February 11, 2021 | 11am – 7pm

Friday, February 12, 2021 | 11am – 7pm

Saturday, February 13, 2020 | 11am – 7pm

Sunday, February 14, 2020 | 11am – 7pm

Monday, February 15, 2020 | 11am - 5pm

**LOS ANGELES CONVENTION CENTER - WEST HALL**

1201 South Figueroa Street Los Angeles, CA 90015

**WEBSITE**

[www.laartshow.com](http://www.laartshow.com)

The **LA Art Show**, the most comprehensive international contemporary art show in America, will officially kick-off the city's 2021 art season at the **Los Angeles Convention Center** on February 10, 2021. LA's largest and longest-running art fair makes a triumphant return after its landmark 25th anniversary, having served as a driver behind the city's rise as an art's capital, and providing a sense of normalcy after a year full of turmoil and uncertainty for the art world.

"Now more than ever, we need a physical art fair in Los Angeles to bring the creative community back together," says LA Art Show producer and director **Kassandra Voyagis**. "Our exhibit hall has more than





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200,000 square feet of space, making it ideal for social distancing as we adapt to the new normal. From what I have seen of other fairs since COVID, I am confident we can create a great program while keeping artists, exhibitors, and patrons safe."

In order to maintain social distancing while still allowing time for everyone to attend, the LA Art Show will be expanding into a five day event, with additional hours Monday, February 15. Producer Kassandra Voyagis is working closely with the **LA Convention Center** to ensure compliance with all CDC and Los Angeles county guidelines to keep attendees socially distant, safe, and healthy during their visit.

The 2021 edition of **DIVERSEartLA**, curated by **Marisa Caichiolo**, will focus on the presence, contributions, research, and documentation of women and non binary artists at the forefront of work at the intersection of art, science, and technology, represented by guest museums and institutions. A number of organizations have already confirmed programming.

The **San Marcos Museum of Art (MASM)** from Lima, Perú will bring a new media project by Peruvian artist **Angie Bonino**, titled "THE SYMPHONY OF NOW," which consist of a video installation, and interactive sound installation focusing on the Andean techno de-colonial shamanism.

"DIVERSEartLA will be an examination and a compilation of material, as well as an exhibition featuring the work of women and nonbinary artists who have played a central role in the development of new media practices within art institutions and through history," says Caichiolo.

**Museum La Neomudejar** from Madrid is bringing **\_DATA | ergo sum | REALOADED** by artist **Ana Marcos**, an interactive art installation that visualizes the capability of viewing machines using artificial intelligence to extract data by a simple observation of visitors.

A number of galleries have already joined the 2021 roster. **Arcadia Contemporary**, **Melissa Morgan Fine Art**, and **Simard Bilodeau Contemporary** will once again be joining the lineup of **Modern + Contemporary**. The **European Pavilion** will be returning for the second year in a row, with **Pigment Gallery** returning from Spain, and **Deodato Arte** from Milan joining for the first time.

For the 2021 edition of the LA Art Show, the fair will be debuting the **Latin American Pavilion**, with exhibitors highlighting the immense contribution of artists from Central and South America, and the Caribbean.

**St. Jude Children's Research Hospital** is returning as the LA Art Show's 2021 charity partner, and will benefit from proceeds from the **Opening Night Preview & Premiere Party**, being held on February 10, 2021. In support of St. Jude and its mission, Miami-based artist **Romero Britto** has created a new artwork, *One World*, as an homage to healthcare workers who have borne so much of the burden of the COVID-19 crisis. The hospital will receive five percent of the retail sales of the limited-edition print.

Last year, Golden Globe nominated actress **Sofia Vergara** was the gracious host of the evening, and the star-studded party was attended by over 7,000 VIPS, including stars like **Charlize Theron**, **Emma Roberts**, **Cameron Monaghan**, **Jared Harris**, **Joe Manganiello**, **Tig Notaro**, **Sir Brodie**, **Brandon Boyd**, **KaDee Strickland**, **Andrew Howard**, **Lauren Sivan**, **Brittney Palmer**, **Josh Pence**, **Joanna Cassidy**, **Rebecca Metz**, **Meredith Salenger**, **Elizabeth Chambers**, **Jason Behr**, **Stephanie Allynne**, **Manolo Vergara**, **Ava Cantrell**, and more.

Since the pandemic began, LA Art Show has hosted a number of online exhibitions for the galleries in their network, including **SM Fine Art**, **The Gallery Steiner**, **K+Y Gallery**, and many others. This digital programming will continue through the new year until the next edition of the the LA Art Show. Tickets will be



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available in January. Visit [www.LAArtShow.com](http://www.LAArtShow.com) to learn more.

Gallery applications are currently being accepted. Apply at [www.laartshow.com/exhibitor-application](http://www.laartshow.com/exhibitor-application). For more information please contact [info@laartshow.com](mailto:info@laartshow.com) or call 310.822.9145. More information will be announced as it is confirmed.

***About the LA Art Show***

The LA Art Show creates one of the largest international art fairs in the United States, providing an exciting, immersive, insider art experience to sponsors, their select guests and VIP clients. The show attracts an elite roster of national and international galleries, acclaimed artists, highly regarded curators, architects, design professionals, along with discerning collectors. This innovative, exceptional cultural environment attracts executives and board members of Southern California businesses, state, county, and municipal government representatives, as well as leaders of the region's cultural institutions. Attendees are trendsetters, influencers and alpha consumers, who seek and demand the newest and the best in all areas of their lives—art, design, food, technology and travel being specific passion points. [www.LAArtShow.com](http://www.LAArtShow.com)



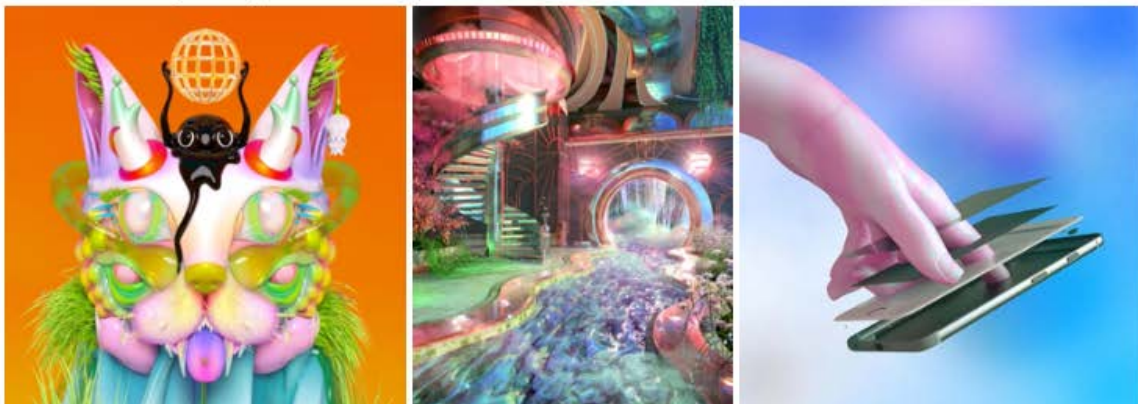
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**FOR IMMEDIATE RELEASE**

**WELCOME TO THE METAVERSE**  
**LA ART SHOW ANNOUNCES PARTNERSHIP WITH SUPERRARE AS THE**  
**OFFICIAL NFT MARKETPLACE OF THE SHOW**

*From Analog to Digital For 26 Years LA Art Show Has Embraced Art Trends And Conversations.*



*Work by Sam Clover aka "PLANTTDADDII" (left), Blake Kathryn (center), and Nicole Ruggiero (right) for Vellum LA's 'Sea Change.'*

**JULY 29, 2021 - AUG 1, 2021**

**Opening Night Premiere Preview**

Thursday, July 29, 2021 | 7pm - 10pm

**VIP Red Card Show Hours**

Thursday, July 29, 2021 | 6-7pm

Friday, July 30 - Sunday, Aug 1, 2021 | 10am-12pm

**General Public**

Friday, July 30 - Saturday, July 31, 2021 | 12pm-8pm

Sunday, Aug 1, 2021 | 12pm-6pm

**TICKETS**

<https://tinyurl.com/3wsm3dsa>

**Los Angeles, CA (July 11, 2021)** - In just a few short weeks, **LA Art Show**, the most comprehensive international contemporary art show in America, officially kicks-off the city's 2021 art season at the **Los Angeles Convention Center**. This special Summer Edition--on the heels of the landmark 25 year anniversary and now with new director **Kassandra Voyagis**--takes a closer look at some of the latest technological trends in the art world, while still offering a conventional lens for art from around the globe. Taking a leap into the future, while remaining cognizant of the traditional contemporary and historical programming, the LA Art Show has incorporated a focus on women, art, and technology. Upholding a longstanding convention of paving the way for other fairs to follow suit, this year marks the LA Art Show as the first LIVE show to join one of the most buzzed-about conversations in art: NFTs. As a show with a strong traditional reputation, the integration of NFTs and other new technology is monumental, emphasizing the legitimacy and wonder of digital art. In order to supply the most comprehensive and accessible NFT introduction, the show has partnered with SuperRare as official marketplace partner, meaning patrons will be able to purchase the work immediately at the fair with the help of experts,





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removing anxiety surrounding the new kind of transaction.

In order to present the most striking and comprehensive NFT debut, the LA Art Show welcomes **Vellum LA**, the first physical gallery for NFT-backed digital art in Los Angeles, ahead of their launch in September. Vellum LA was created with the goal of meaningfully situating the digital and crypto art communities within the context of art history, while also educating the public on the potential of NFTs to impact the future of art. Aiming to bridge the gap between the physical and the digital world, the crypto and the traditional art collectors, Vellum LA presents carefully curated shows designed to be relevant to patrons on either end of the digital-analog spectrum, and anywhere in between.

This year's LA Art Show is the ideal platform for Vellum LA programming, prioritizing NFTs whether it be an introduction for many of the patrons of the fair or an exciting addition for those who are already fans of the genre. Crafting the optimal first impression, Vellum LA presents **Sea Change**, a physical NFT exhibition in partnership with **SuperRare**, the show's official marketplace partner. *Sea Change* will feature the works of 12 new media artists, whose work embraces our inevitable technological immersion, exploring the new language, materiality, and logic of the metaverse. The exhibition will include works by **Claudia Hart, Auriea Harvey, Krista Kim, Marjan Moghaddam, Itzel Yard (Ix Shells), Blake Kathryn, Nicole Ruggiero, Sam Clover (PLANTDADDII), Sabrina Ratté** and more. Curated by Nxt Museum curator **Jesse Damiani** and Vellum LA curator **Sinziana Velicescu**, *Sea Change* is a model of collaboration in the art world. Bringing together not just artists, curators, but tech companies as well, this exhibition is a worthy preview of what NFTs have to offer. The show caters to the collector, both the already avid NFT fans and those who might not even know what NFT stands for yet. Thanks to the partnership with SuperRare, a pioneering online peer-to-peer marketplace for premium single edition NFTs built on the Ethereum blockchain, purchasing NFTs at the fair is highly accessible for anyone, whether they be tech savvy or previously luddite (just make sure to secure some ETH for purchases ahead of the event). Although NFTs have been around for a while now, the technology patrons will see is brand new, featuring state-of-the-art StandardVision LumaCanvas displays developed specifically for *Sea Change* and designed to be the first ever collector/museum-grade digital art display canvases.

The return of in-person programming has generated quite a few questions about the future of the art world, but it is becoming increasingly apparent that many artists want to have their work seen in person, and that is true of digital art as well. Velicescu is thrilled to bring this new kind of viewing experience to this special LIVE summer edition of the LA Art Show, noting that the return of live programming is important for NFTs and digital programming just as it is important for analog art.

"Having curated work for large scale media facades at StandardVision, I understand the importance of the in-person experience. I think with everything re-opening, people will crave these experiences more than ever and I think there's an opportunity to show this work in ways that hasn't been shown before, taking into consideration all the complexities of digital art--some of the work is time based, some has the capability of being fully immersive, some involves AR."

The technology revolution does not stop there. **White Cross Gallery** is bringing their expertise from over 5 years of NFT experience along with 5 new releases, and NFT giveaways. Continuing the theme of technological advancements, one of the most highly-anticipated traditional elements of the show is getting an upgrade as well, with the return of **DIVERSEartLA**. This important part of the fair, curated by **Marisa Caichiolo**, will focus on the presence, contributions, research, and documentation of women and non binary artists at the forefront of work at the intersection of art, science, and technology, represented





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by guest museums and institutions. Continuing the theme of juxtaposing old and new, this fan-favorite section will expand upon previous years into new, more interactive and technological ground. This year's tech-focused exhibits include a wide range of mediums from AI to video and plenty in between. The **San Marcos Museum of Art (MASM)** from Lima, Perú, which will bring a new media project by Peruvian artist **Angie Bonino**. "THE SYMPHONY OF NOW," consists of a video installation, and interactive sound installation focusing on the Andean techno de-colonial shamanism. **Museum La Neomudejar** from Madrid is bringing **\_DATA | ergo sum | RELOADED** by artist **Ana Marcos**, an interactive art installation that visualizes the capability of viewing machines using artificial intelligence to extract data by a simple observation of visitors. **Art Museum of the Americas (AMA)** has joined with a special project curated by **Fabian Goncálves**, that will feature a compilation of material and an exhibition of the work of women artists who have played a central role in the development of new media practices throughout history and women and non-binary people whose forward-thinking practices are currently reshaping the field. The **UCLA Chicano Studies Research Center** is bringing a special project curated by **Chon Noriega** titled **Immersive Distancing** by LA-based artists **Carmen Argote** and **Zeynep Abes**, which will examine recent media art produced during the COVID-19 pandemic. Continuing the Los Angeles presence, **Now Art LA** and **Building Bridges Art Exchange** have joined forces as local non-profit organizations to exhibit the work **Agua** by **Luciana Abait**, a video projection created as part of LUMINEX Project by Now Art LA. This work is inspired by the flood-myth motif that occurs in many cultures, in which water acts a healing and rebirth tool, often referencing ideas of creation, purification, and sustaining life. **Women's Voices Now**, a Los Angeles-based non-profit that uses the power of film to drive positive social change that advances the rights of women and girls globally, along with their youth-oriented section **Girls&#39; Voices Now**, is bringing 12 films from 36 filmmakers to present as part of the DIVERSEartLA programming.

This year's diversification of mediums continues with **Tiffany Trenda**, a multidisciplinary performance artist, known for exploring the relationship of the female body to today's ever-changing technologies. In partnership with DIVERSEartLA, Trenda is safely bringing live performance to the art fair. Through the use of QR codes, she is coordinating a unique viewing experience for attendees. Each person can use their own smartphone to participate in real-time via volumetric video recording, creating an interactive and compelling experience.

The LA Art Show is excited to broach new artistic waters, welcoming back old friends and joining new ones for the first time. With the draw of a long-awaited in-person event, in conjunction with the groundbreaking new technology, tickets for this event are likely to sell quickly. Please visit [www.LAArtShow.com](http://www.LAArtShow.com) to learn more.

#### **About SuperRare**

Founded in 2017, SuperRare is a pioneering online, peer-to-peer marketplace for premium, single edition non-fungible tokens (NFTs), most notably CryptoArt, built on the Ethereum blockchain. Created with the goal of reinventing art collecting for the digital age, SuperRare has facilitated artists and collectors around the world to sell and purchase more than \$71M worth of art in the last year alone. On the heels of a successful first round of funding in 2021, SuperRare continues to work with key art curation and auction partners across the globe.

#### **About the LA Art Show**

The LA Art Show creates one of the largest international art fairs in the United States, providing an



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exciting, immersive, insider art experience to sponsors, their select guests and VIP clients. The show attracts an elite roster of national and international galleries, acclaimed artists, highly regarded curators, architects, design professionals, along with discerning collectors. This innovative, exceptional cultural environment attracts executives and board members of Southern California businesses, state, county, and municipal government representatives, as well as leaders of the region's cultural institutions. Attendees are trendsetters, influencers and alpha consumers, who seek and demand the newest and the best in all areas of their lives—art, design, food, technology and travel being specific passion points. [www.LAArtShow.com](http://www.LAArtShow.com)



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**RITA ORA TO HOST LA ART SHOW OPENING NIGHT BENEFIT  
FOR ST. JUDE CHILDREN'S RESEARCH HOSPITAL**



**OPENING NIGHT PREMIERE**

Thursday, July 29, 2021

VIP Red Card Special Collectors' Preview 6PM-7PM

Opening Night Premiere 7PM-11PM

**SHOW HOURS**

Friday, July 30 | 12PM-8PM

Saturday, July 31 | 12PM-8PM

Sunday, August 1 | 12PM-6PM

LOS ANGELES CONVENTION CENTER - WEST HALL

1201 South Figueroa Street Los Angeles, CA 90015

**[TICKETS](#)**

**Los Angeles, CA (July 26, 2021)** -- The **LA Art Show** is thrilled to announce that global superstar **Rita Ora** will be the official host of the 2021 Opening Night premiere party, kicking off the Los Angeles art season with this special summer edition. The event will be held at the **Los Angeles Convention Center** on Thursday July 29th from 7-11PM. In addition to her chart-topping hits, Ora is known for her work in both television and film, as well as for her role as UNICEF Ambassador.



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For the past six years, LA Art Show has been a strong and unwavering supporter of **St. Jude Children's Research Hospital®** as it leads the way the world understands, treats and defeats childhood cancer and other life-threatening diseases. In 2021 St. Jude Children's Research Hospital® remains the beneficiary, but in an expanded capacity. Previously opening night proceeds had benefited the charity, but this year the LA Art Show is donating 15% ALL ticket proceeds to its life saving mission.

Ora, known for her love of fashion, art, and culture is a perfect example of the next generation of collectors and a great representative for St. Jude Children's Research Hospital® and the LA Art Show. "I'm so proud to be hosting the opening night of the LA Art Show in partnership with St. Jude Children's Hospital. The work St. Jude's does is life-changing and its impact can be felt around the world. I'm honored to be a part of this night, uniting my love of art with an incredibly worthy cause," says Ora.

In addition to food, beverages, and art, opening night attendees will be given a special sneak peek of the LA Art Show's exciting new programming. With over 200,000 square feet featuring more than 70 galleries, there will be plenty of space for patrons to safely enjoy everything the LA Art show has to offer. As opening night guests navigate the fair, they will be exposed to some of the latest trends in art, in addition to the traditional programming. In an effort to provide the most well-rounded and engaging experience the LAAS is incorporating a special focus on new technologies in art, marking them as the first live art fair to join the NFT conversation. This foray into the digital space promises to be quite the experience, with carefully curated work from some of the most interesting female artists and sales available right there on the show floor.

Patrons present for this opening night event will be among the first to explore the highly-anticipated **DIVERSEartLA** section, which focuses on the presence, contributions, research, and documentation of women and non binary artists at the forefront of work at the intersection of art, science, and technology, represented by guest museums and institutions. This programming, curated by Marisa Caicholo, will include **Marcos Lutyens' River Rose Memorial** in the lobby of the convention center, a community art collaboration that honors and grieves effects of the COVID pandemic in the U.S. With felt roses to represent the lives lost, this collective piece aims to both grieve and invite humanity to embark on a new beginning. An unconventional and interactive contribution, **Tiffany Trenda** will be safely bringing live performance to the event. Trenda, a multidisciplinary performance artist known for exploring the relationship of the female body to today's ever-changing technologies, has coordinated a viewing experience for attendees via QR code, allowing each person to interact with her in real time using their own smartphone thanks to volumetric video recording.

The **LA Art Show** returns to the **Los Angeles Convention Center** from **July 29th to August 1st, 2021**, a celebration of the fair's 26th year and the convention center's 50th anniversary. As the city--and west coast's--largest art fair, and one of the most diversely programmed in the world, the LA Art Show features a comprehensive lineup of exhibitors in not only the traditional contemporary and modern art, but a foray into digital art and new technology as well.

#### **About Rita Ora**

Rita Ora is an international critically acclaimed singer-songwriter with four #1 UK singles and holds the record for the most Top 10 singles for a British female artist in the UK in history with a total of 13. In 2021, she launched the global collaboration *Bang* with GRAMMY winning Kazakh DJ and record producer Imanbek. Written and produced over Zoom by Rita and Imanbek and featuring David Guetta, Gunna and





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Argentinian rapper KHEA, the four track EP is a mix of modern pop, 80s and 90s club culture and floor-filling house. The EP is the follow up to her album *Phoenix*, which has amassed over 4 billion streams worldwide, spawned 3 platinum singles and includes "Lonely Together," her collaboration with Avicii which won "Best Dance" VMA at the MTV Video Music Awards. In addition, her debut album, *Ora*, debuted at #1 on the UK charts and was certified platinum. Rita is also a multi-talented industry leader across TV, culture and fashion, with brand partnerships across key sectors. In 2019 she launched Próspero Tequila with Conecuh Brands, where she serves as Chief Creative Partner. Her film credits include the *Fifty Shades of Grey* franchise, *Fast & Furious*, *Southpaw*, *POKÉMON Detective Pikachu* and *Twist*.

**About the LA Art Show**

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**LA ART SHOW'S SPECIAL SUMMER EDITION CELEBRATES MAJOR  
SUCCESS WITH RECORD SALES FOR MANY PARTICIPATING GALLERIES**

*The Return to Live Art Fairs with COVID-Conscious Guidelines Limited Attendees But Double Sales!*



*The Fair Floor of the 26th LA Art Show*

**Los Angeles, CA (August 3, 2021)**--Among the first events to return live, this weekend the LA Art Show wrapped a socially distanced special summer edition of the fair with half the attendance, but double the sales. Galleries, art dealers, curators, collectors and art lovers masked up and made their way to Los Angeles Convention Center this past weekend to surround themselves with arts and culture, marking the first time in 18 months for some visitors.

Utilizing 150,000 square feet, new director Kassandra Voyagis was able to create an airy show with room to roam. In past years, as one of the most popular art fairs, the LA Art Show has hosted 65k guests, showcasing up to 150 galleries and museums from around the globe. Protocols for 2021 included wide aisles, clean air circulation, mandatory masks and limited total attendance of 30k art lovers over the course of 4 days. However, the decreased capacity certainly did not diminish the experience.

The event kicked off with a visit from Mayor Eric Garcetti, celebrating both the return of the show and the 50th anniversary of the Los Angeles Convention Center, followed by a successful opening night complete with red carpet. The celebration was hosted by international pop star Rita Ora in conjunction with St. Jude Children's Research Hospital® for a celebration of art and charitable components. The excitement was palpable, with an air of festivity from the outfits to the assumed smiles under everyone's masked faces. The exhilaration continued throughout the weekend, heightened by a surprise visit from Arnold Schwarzenegger to the delight of the galleries.



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The excitement of this year's show was evident from the moment patrons stepped foot on the show floor, where they were instantly met with an NFT introduction, bringing live NFT sales to a consumer market. This presence is thanks to Vellum LA, the first physical gallery for NFT-backed digital art in Los Angeles ahead of their launch in September, and SuperRare, the leading and most trusted NFT marketplace for digital art. The strictly NFT gallery highlighted the most exciting female artists currently in the digital space, with their brand new show *Sea Change*. In a partnership with SuperRare as the LA Art Show's official NFT marketplace, live NFT auctions were accessible to everyone on the floor, creating an exciting energy from the get go. Eight of the twelve artists sold beyond their reserve with a total Vellum LA and SuperRare sales of over \$247,000. Additionally, Vellum's technology partner StandardVision released their newest product Luma Canvas to great interest and even a sale of this first ever museum-grade LED display for digital art and NFTs, ushering in the art screens of the future.

Traditional galleries also had quite a busy weekend full of sales. Arcadia Gallery, one of the galleries returning to the show for another successful year, sold 65 pieces, a pleasant surprise for the veteran participant. Rehs Galleries, a New York based institution, was overwhelmed by the sales of the weekend, noting that every buyer was a new buyer. In fact, most galleries noted strong sales to new collectors, establishing meaningful connections with an entirely new clientele. Local favorite, Simard Bilodeau Contemporary said each of their artists sold a piece if not multiple, marking a successful weekend for their artists. Copro Gallery, known for their steeped history in lowbrow and pop surrealism was overwhelmed with sales, thrilled by the unexpected rush. 14-year-old Tex Hammond, nearly sold out of his work on display at Acosta Arts, an incredible feat for any artist, let alone the youngest to ever exhibit. Other galleries with stellar sales include Jane Kahan Gallery, Aibo Gallery, Abend Gallery, Peri Art, and first timer from Paris, Spaceless Gallery.

Continuing the many successes of the weekend, Citibank returned with an important presence at the show. Not only did they create a beautiful physical space, but they extended the reach of the fair to those unable to attend with a series of virtual gallerist talks. Each of the four featured galleries--the aforementioned Simard Bilodeau Contemporary, Caldwell Snyder Gallery, Pigment Gallery, and Rebecca Hossack Gallery--joined the other exhibitors with high sales and exposure.

This special LA Art Show Summer Edition was the idea of new director, Cassandra Voyagis. Having been met with such success and resounding positive feedback from visitors and exhibitors alike, the show organizers couldn't feel more hopeful about the state of art fairs post-pandemic. Those who missed the show, or who attended and are already experiencing LA Art Show withdrawals, do not have to wait long. The LA Art Show returns January 19-23, 2022 meaning there's less than a six month wait!

**About the LA Art Show**

The LA Art Show creates one of the largest international art fairs in the United States, providing an exciting, immersive, insider art experience to sponsors, their select guests and VIP clients. The show attracts an elite roster of national and international galleries, acclaimed artists, highly regarded curators, architects, design professionals, along with discerning collectors. This innovative, exceptional cultural environment attracts executives and board members of Southern California businesses, state, county, and municipal government representatives, as well as leaders of the region's cultural institutions. Attendees are trendsetters, influencers and alpha consumers, who seek and demand the newest and the best in all areas of their lives—art, design, food, technology and travel being specific passion points. [www.LAArtShow.com](http://www.LAArtShow.com)