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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 Caichiolo, 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

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

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