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## stARTup Art Fair Los Angeles 2017 Wrap Up Report



*stARTup Art Fair Los Angeles 2017. All photos courtesy Eric Minh Swenson.*

The second edition of **stARTup Art Fair** Los Angeles ran from January 27- January 29, 2017. Over the course of three days, the contemporary art fair saw a steady stream of highly engaged and notable patrons who viewed work by 35 artists from all over the country, as well as exhibitions from five local Los Angeles non-profit cultural partners. Accomplishing its mission to serve independent artists, the fair gave its exhibitors the ability to present their work to both new and existing clients, gather incisive feedback about their art practice from a qualified audience, and facilitate connections for career advancement.

stARTup Art Fair Los Angeles returned to Hollywood's historic Highland Gardens Hotel which was transformed by exhibiting artists into a fun, relaxed and intimate contemporary art experience. Solo and collective exhibitions filled each hotel room, sculpture and video projections dotted the hotel's lush grounds and visitors passed between rooms conversing

directly with the artists about their work. Strong sales were made ranging from \$200 to \$10,000—with artists keeping 100% of the sales proceeds.

Many new connections were forged between artists and prospective industry professionals for exhibitions and future projects. As always, the fair organizers attribute the success of stARTup Art Fair to the talented and driven exhibiting artists, and are grateful to the enthusiastic visitors for supporting their vision in presenting independent artists to a savvy and culturally curious audience.

In addition to its core exhibiting artists, stARTup Art Fair Los Angeles featured curated rooms and special projects from local nonprofit partners [18th Street Arts Center](#), [The Torrance Art Museum](#), [PØST](#)'s *Friction*, a series of work that explores identity and politics of the individual and the collective, and a group showing by Los Angeles-based emerging artists, Andree Carter and Richard Gayler, curated by the [Los Angeles Art Association](#). fair also hosted two full days of Art Conversations with notable panelists including: **Max Presneill**, **Maurizzio Pineda**, **Allison Wyper**, **Kristine Schomaker**, **Kio Griffith**, **Peter Mays Shana Nys Dambrot** and **Peter Frank**

The Los Angeles arts community attended the event in full force fair giving artists direct access to arts professionals. Notable attendees included: **Walter Maciel** (Walter Maciel Gallery) **Jake Martinez** (Walter Maciel Gallery), **Charlie James** (Charlie James Gallery), **Eva Chimento**, (Chimento Contemporary), **Paige Wery** (Good Luck Gallery), **Yoram Gil** (artist), **Sonja Schenk** (artist), **Annie Seaton** (artist), **Rebecca Wilson** (Saatchi Art online) **Mark Oberhofer**, VP Sutro & Co, **Karen Ostlund** (art writer), **Heidi Johnson**, (Hijinks PR) **Megan Frances Abrahams**, (Editor, Fabrik Magazine) **Ron Jeremy**, **Billy Zane**, **Patricia Watts** (Artillery) **Eric Minh Swenson**, **Marlene Picard** (Picard Art), **Steve Zavattero**, **Valda Lake** (Wallspace Gallery, **Ezrha Jean Black** (Artillery), **Max Presniell** (TAM), **Maurizzio Pineda**, (TAM), **Kristine Schomaker** (Shoebox PR), **Kio Griffith**, **Stephanie Diamond** (The Listings Project), **Asha Bukojemsky** (Samuel Freeman Gallery), **Phil Tarley** (Editor Fabrik Magazine), **Jeannie Denholm** (Scape Gallery), **Kara Tome** (GYST Radio), **Peter Frank** (Art Critic), **Shana Nys Dambrot** (Art Critic), **Danielle Fox** (SLATE Contemporary).

### Exhibitor Testimonials

It was my goal to explore a new market and to gauge interest in the LA area, where there is so much great art already and lots of competition. I had a great time talking to people and building new connections, my mailing list grew quite a bit and I'm glad I got to be in Hollywood at this Rockstar Hotel, with some amazing artists! - **Katja Leibenath**

As a participating artist, I was very impressed with the 2017 stARTup Art Fair LA. The fair was organized, fun, and most importantly attended by many curators, collectors, and art world influencers. I appreciated how the organizers put the artists first, made themselves available to help night and day, and allowed artists to focus on interacting with the public. More than two dozen gallerists came through my door, as well as museum curators, leading art world

photographers, and art writers. The fair gave me the opportunity to show the LA art world what I do, but more than that, it gave me the chance to talk one-on-one with people who could influence my career. On top of that, I had a blast. -**Dani Dodge**

As an emerging artist I think that the stARTup Art Fair is a must to get you started. I learned so much about getting ready for a show, how to curate my collection and gained the confidence to create and pursue my own vision and voice. -**Lara Buelow**

The Startup Art Fair LA was a good venue for building my exposure and connecting with the art-buyer community. -**Barry Gordon**

Participating in stARTup Art Fair LA was not only a great opportunity to have my work seen by curators, museum directors and collectors, it was a lot of fun too. -**Kimberlee Koym**

Participation in this fair is an investment in your overall career, an event to focus your efforts on presenting a specific body of work and learning to speak and write about your work succinctly. It's an opportunity to see how other fellow artists do it, and learn about other opportunities by mingling and schmoozing. It's a way to step up your professionalism, take your place among a group of colleagues, and take advantage of any contacts, business cards, phone numbers, etc. you gather during the 3 days. I did this fair partly because of a simple piece of advice I heard early in my career: "If you want to be part of the art world, then become part of the art world" by getting your act together and putting it out there. -**Randi Matushevitz**

I used this fair as the launching pad for my art career. I have been working for too long in my studio without sharing my work. This was the best opportunity to get large crowds of art lovers to share their opinions about my work. -**Romi Chiorean**

### **2017 stARTup Art Fair Los Angeles Exhibiting Artists**

AWOL, \*Clovis Blackwell, Lara Buelow, M.L. Burdick, Wayne Chang, Alexander Charriol, Romi Chiorean, \*Erik Clark, \*Dana DeKalb, \*Jane Fisher, Marie Van Elder, \*Robin Denevan, Dani Dodge, Barbara Downs, Barry Gordon, Carlos Grasso, S.P. Harper, \*Audrey Heller, Jeff Iorillo, \*Mikey Kelly, Kevin Keul, Kimberlee Koym-Murteira, Carol Ladewig, \*Katja Leibenath, Jeffrey Long, Kurisutein Lopusnak, \*Emily Maddigan, Randi Matushevitz, Christina Mesiti, Sarah Newton, Ruth-Anne Siegel, Anna Sidana, Susie Shapira, Susan Spies, Theodore Svenningsen, Claire Thorson, Katy Parks Wilson, Nancy R Wise, Steven Wolkoff

\*indicates previous stARTup artist

### **2017 stARTup Art Fair Los Angeles Exhibiting Non-Profit & Cultural Partners**

18th Street Arts Center, The Torrance Art Museum, PØST Los Angeles Art Association and the Lancaster Museum of Art and History.

### **About stARTup Art Fair**

The art world is changing, and many working artists are finding themselves without a space to present their work. The core mission of stARTup Art Fair is to provide an exhibition venue for independent artists who are seeking to engage with art enthusiasts in a welcoming and interactive environment. Co-founded in 2015 by artist [Ray Beldner](#), stARTup Art Fair gives independent artists access to the type of art world professionals and press usually reserved for traditional art fairs. The fair's unique structure provides a marketplace that gives the artist the power to present and sell work on their own terms, allowing artists to keep **100% of their sales proceeds**.

For more about the fair, please visit: [startupartfair.com](http://startupartfair.com)