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stARTup Art Fair Comes to Houston

Artists turn two floors into a massive art exhibition at the Hotel Icon



Artwork by Hugo Perez. Photo courtesy of stARTup Art Fair and the artist

October 11 - October 13, 2019

Hotel Icon

220 Main St, Houston, TX 77002

www.startupartfair.com

HOUSTON, TX, September 3, 2019--**stARTup Art Fair** is pleased to announce the launch of its first Houston art fair this fall running from October 11-13, 2019. stARTup Houston will take place at the [Hotel Icon](#) in the heart of downtown Houston. The fair will transform the third and fourth

floor of the hotel into an immersive, contemporary art experience through the exhibition of artwork by a diverse group of independent artists, local art nonprofits, artist performances, installations and panel discussions. Bypassing the traditional gallery system, stARTup connects art buyers to highly curated up-and-coming artists. The fair runs concurrently with Texas Contemporary taking place within just blocks of each other in downtown Houston. This event is open to the public of all ages with the purchase of a ticket.

Local Houston Art Community Selects Exhibiting Artists

Exhibiting artists were selected through a submission and review process with several local Houston contemporary art fixtures and international figures. Comprising the selection committee are: **Kelly Montana**, Curator, Menil Drawing Institute; **Ryan Dennis**, Curator and Programs Director, Project Row Houses; **Jacob Spanhel**, Czech Republic-based artist; **Robert Hodge**, Houston-based artist; **Cindy Lisica**, Houston-based Gallerist and **Jonathan Hopson**, Houston-based Gallerist. On his decision to join the selection committee for the new Houston fair, **Robert Hodge** remarked:

I like how stARTup thinks outside the box from traditional fairs and gives artists 100% of the sales of the work. The fair gives collectors a new and intimate experience with a direct line to the artist, it's so much more personal.

The exhibiting artists come from eight states across the country and their work represents a spectrum of mediums in contemporary art practice from traditional painting and sculpture to digital painting and new media.

Fariba Abedin, TX
Matthew John Bivalacqua, LA
Kristina Bivona, NY
Janice Bond, TX
Haley Bowen, TX
Anne M Bray, CA
Pam Cardwell, NY
Devin Cogger, OR
Jack Delaney, TX
Justin O'Keith Higgs, TX
Jeff Horton, AR
Jeff Jennings,
Richard Kurtz, TX
Ian Macleod, WA

Emily Maddigan, CA
Scott Madison, NJ
Monica Melgar, TX
Steve Murphy, TX
Becky Newsom, NJ
Karen Olsen-Dunn, CA
Anthony Pabillano, TX
Hugo Perez, TX
Cary Reeder, TX
Patricia Rubio, CA
Ann Stautberg, TX
John Swanger, TX
Nancy Willis, CA

What Guests Will Experience

In addition to exhibiting artists selected for the hotel rooms, a curatorial initiative will integrate Texas artists into the interior architecture of the hotel to emphasize an environment steeped in contemporary art at every turn. Coupled with contemporary art panel talks, opening night events, food and drinks, the Hotel Icon will be buzzing with art, ideas and exciting opportunities to collect new, independent and under-the-radar artists in a unique and intimate setting.

History of stARTup Art Fair

Founded in San Francisco in 2015 by artist Ray Beldner, stARTup San Francisco is eager to present art in new ways with providing an alternative for artists to show their work on their own terms outside of the traditional gallery system. Born out of creating something he himself would want to participate in, the fair has gone on to five editions in San Francisco and four in Los Angeles. On his decision to bring the fair to Texas, director Ray Beldner states:

I decided to take stARTup to Houston because it is the fourth largest art market in the US. It also has a very large community of artists and a vibrant nonprofit and museum scene. stARTup already has a strong West Coast presence so producing a fair in Houston extends our platform into the south and southwest of the country.

Fair Dates, Times and Details

October 11-13, 2019

Hotel Icon

220 Main Street Houston

www.startupartfair.com

Press and VIP Preview:

Friday, October 11, 6-7pm

Opening Night Party:

Friday, October 11

7-10 pm

General Admission Hours:

Friday, October 11: 7 - 10 pm

Saturday, October 12: 12 - 9 pm

Sunday, October 13: 12 - 7 pm

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 alternative exhibition venue for independent artists who are seeking to engage with art enthusiasts in a welcoming and interactive environment. 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 control so they can present and sell work on their own terms, allowing artists to keep **100% of their sales proceeds**.

Media Details

Press kits are available upon inquiry. To RSVP to the press preview hour or request an invitation, contact Danielle Smith: danielle@frameworksf.com.

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