

FOR IMMEDIATE RELEASE

Media contact:  
Laura Jaye Cramer  
ljc@frameworksf.com

## What's happening this year at stARTup Art Fair LA?

*Highlighted selections and a deeper look at what attendees will experience when exploring the second edition of the Los Angeles art fair*



*Sunlight, window, daybed* by stARTup Art Fair LA 2017 artist Christina Mesiti

**January 27 - January 29 | Highland Gardens Hotel**

7047 Franklin Avenue, Los Angeles

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

**Opening Night Party: 7-10 PM**

**General Admission Public Hours:**

**Friday, January 27: Noon - 10:00 PM**

**Saturday, January 28: Noon - 9:00 PM**

**Sunday, January 29: Noon - 7:00 PM**

**January 9, 2017, Los Angeles, CA—**[stARTup Art Fair](#) is pleased to present its second Los Angeles edition on Friday, January 27, 2017. The fair will run through Sunday, January 29, with a kickoff celebration on the opening night from 7pm to 10pm featuring live performances by musical guest [Ohr](#), and performance art by [Allison Wyper](#) and [Erika Katrina Barbosa](#). Fair visitors, collectors, press, curators, and art lovers are invited to join us and experience the new work of contemporary artists from across the United States and abroad. Hollywood's historic Highland Gardens Hotel's rooms will be transformed into exhibition spaces by 50+ artists, small collectives, and the fair's Los Angeles non-profit partners, offering viewers an intimate experience with contemporary art — via stARTup's unprecedented access to the artists themselves.

### **Explore hotel rooms as art exhibitions**

Experience our rigorously-vetted group of exhibiting artists throughout the stimulating 3-day weekend. Participants include: second-time stARTup artist, [Audrey Heller](#) (Room 129), whose uniquely miniature sculptures play with the weight of “feeling small,” and the politics, humor, and spirituality that accompany that specific sensation. Artist [Kimberlee Koyumi-Murteira](#) (Room 225) uses materials ranging from glass bottles and cereal bag liners to video projections and water in order to create installations that mirror the disorientation and brief moments of clarity that are inevitable in the human experience. The opposing forces of LA's wealth and poverty, purity and corruption are illustrated by [Wayne Chang](#) (Room 220) via paintings comprised of errily juxtaposing images of everyday life and strange, unfamiliar settings.

### **Los Angeles Visual Arts Nonprofits exhibit at stARTup**

In addition to these exhibiting artists, stARTup Art Fair Los Angeles will feature curated rooms and special projects from local nonprofit partners [18th Street Arts Center](#), [The Torrance Art Museum](#), [PØST](#)'s *Friction*, a series of works that explore 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](#).

### **Experience Special Projects**

In addition to our Selection Committee-vetted exhibiting artists and cultural nonprofit partners, stARTup Art Fair Los Angeles will feature:

- The **Lancaster Museum of Art and History** will hold artist portfolio reviews during the three days of the fair with gallerists Walter Maciel and Charlie James, and Andrew Hosner of Thinkspace Gallery
- Personal “Art Tarot” readings by performance artist [Alexia Lewis](#) in which the artists' custom-made card deck and ritualistic performance generates advice, support, and a list of actions for the recipient to take.
- Special performance by [Jenifer Yeouroukis](#) and **StevenMichaelArts: *Sirenum scopuli***, a video projection and live performance collaboration exploring the intersection of gender, race, consumerism and physical destruction.
- A curated exhibition of sculpture by [David O. Johnson](#), video installations by [Yoshie Sakai](#), and neon works by [Lisa Schulte](#) in the Lobby and [Greg Schenk](#) the courtyard.

- A **stARTup Art Fair mobile app** that allows visitors to scan artwork to provide additional information, create a shortlist of favorite artworks, and purchase pieces directly through the app which you can download for free [here](#) before and during the fair.

### **Delve deeper into the art world with panel discussions and tours**

*All Art Conversations take place in **Room 122**. Topics, among others, include:*

- ***Approaching Museums***, moderated by **Max Presneill** (Director and Head Curator) and Maurizio Pineda (Assistant Curator) of the Torrance Art Museum. Learn about working with small contemporary art museums, how to approach them, realistic expectations, and the do's and don'ts to help artists in getting closer to their goals.
- ***The Hybrid Practice: Art & Entrepreneurship***, moderated by performance artist **Allison Wyper**, with panelists **Kristine Schomaker** (Shoebox PR), **Stephanie Diamond** (Listings Project), and **Kio Griffith** (independent curator / artist / writer). Take a closer look at the independent artist-entrepreneur: How and why to start a business to support one's art, different shapes artistic careers might take, and how one leverages their skills as artists to make an impact or fill a need outside the studio.
- ***Collector Roundtable***, moderated by **Peter Mays** (Los Angeles Art Association). Hear personal approaches and strategies for collecting and appreciating contemporary art from a cadre of top collectors. Gain insight on how collectors seek out new talent and acquisitions.
- ***Getting Attention--is a Review all You Need?***, with critic/curators **Shana Nys Dambrot** and **Peter Frank**. How do artists get their work seen and written about? What is the value of an art review in this process, what else does an artist need for success, and what is "success," anyway?

### **2017 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

Artists were chosen via our **Selection Committee**:

**Kendell Carter** (renowned mixed media and installation artist)

**Mat Gleason** (Curator, Coagula Curatorial & Publisher, Coagula Art Journal)

**Anna Hygelund** (Head of Post-War & Contemporary Art, Paddle8)

**Charlie James** (Owner/Director, Charlie James Gallery)

**Michelle Papillion** (Founder, PAPILLION)

**Amanda Ross-Ho** (renowned found-object, mixed media and installation artist)

### **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**.

Our stARTup Art Fair LA 2017 **Advisory Council** is made up of:

**Megan Frances Abrahams** (Managing Editor of Fabrik Magazine)

**Andi Campognone** (Director/Curator, Lancaster Museum of Art & History)

**Christine Duval** (Independent curator and advisor; Principal, Duval Contemporary)

**Peter Frank** (Curator, art critic, Associate Editor of Fabrik Magazine)

**Sherry Frumkin** (Director, Santa Monica Art Studios)

**Maurizio Pineda** (Assistant Curator, Torrance Art Museum)

**Annie Seaton** (Artist and former Director, LA Leica Gallery)

#### **Visitor Details**

Adults: \$15 advance / \$20 door

Students & Seniors with ID: \$10 advance / \$15 door

General Admission with valet parking: \$40 in advance/\$50 at the door

Children admitted Free

**Valet Parking available each day**

*50% of General Admission ticket proceeds go to the Lancaster Museum of Art and History*

For more information please visit: [www.startupartfair.com](http://www.startupartfair.com)

Press kits are available [here](#).

#### **Press Preview**

Quotes and room tours will be provided by founder Ray Beldner and special guest speakers during a **press preview** on Friday, January 27th at 12pm. Additional details pertaining to the preview will be released shortly. To RSVP to the press preview, contact Laura Jaye Cramer at [ljc@frameworksf.com](mailto:ljc@frameworksf.com)

For media inquiries, interviews and additional information, contact Laura Jaye Cramer (FRAMEWORK) at [ljc@frameworksf.com](mailto:ljc@frameworksf.com).

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PARTNERS

Los Angeles Art Association

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MUSEUM  
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