

FOR IMMEDIATE RELEASE

Noteworthy Happenings at stARTup Art Fair

Highlighted selections and noteworthy items at stARTup Art Fair LA, the contemporary art fair for independent artists



Kathy Aoki, *Votive Mummy X-ray*, Pigment Print, 18 x 12 in., 2012.

January 29-31, 2016 | Highland Gardens Hotel | 7047 Franklin Ave, Los Angeles, CA

<http://www.startupartfair.com/home>

January 21, 2016, Los Angeles, CA--[stARTup Art Fair](#)'s Los Angeles debut will commence on Friday, January 29, at 12PM PDT, and will run through Sunday, January 31 at 7PM PDT. Fair visitors are invited to come and tour the transformed rooms and discover the work of contemporary artists from across the United States. The boutique [Highland Gardens Hotel](#) rooms will be occupied by exhibiting artists, several small collectives and the fair's exhibiting partners, offering viewers an intimate experience with the artwork and direct access to the artists.

[Explore the Rooms](#)

Art enthusiasts are encouraged to explore the hotel grounds and rooms of stARTup Art Fair's 50+ exhibiting artists and can expect to see a vast range of artists working in varying mediums and styles. [Arturo Herrera](#)'s artwork (Room 224) investigates issues surrounding sexual self-awareness and the process of speaking about it. His room will display photographic series along with plaster sculptures resembling a large banana, lollipop and an ice cream cone. [Rodney Ewing](#) (Room 124) will present works from four of his recent collections, exploring his interest in intersecting memory, body and place to create a more nuanced narrative of history. Of particular note, pieces from his *Public Safety* series will be exhibited, which examine and deconstruct the language and tools that society has employed for military defense purposes. [Heidi Cody](#) (Room 134) also addresses topical issues and her room at stARTup Art Fair will include an installation of her [Climate Toothpaste](#) boxes; an alteration of a familiar toothpaste brand forcing viewers to look twice, and think several times more, about branding and the larger issue of climate change. [Suzy Kellems Dominik](#)'s *In Her Dreams* installation (Room 116) will occupy the artist's room and is crafted to engage the art viewer's voyeuristic tendencies. Visitors are welcome to interact with the bed and to take selfies. [Kathy Aoki](#) (Room 118) combines visual and performance art with her cheeky faux museum installation, *The Gwen Stefani Grand Burial Exhibition*, replete with audio tour, artifacts and institutional labeling that imagines a future where we look back on a pop icon and the fall of her "tragic kingdom."

Meet stARTup's Exhibiting Partners

stARTup Art Fair is pleased to collaborate with four exhibiting partners. Each will be representing a wide range of work and artists at the fair. The [Torrance Art Museum](#) encourages all people to develop and increase their understanding and appreciation for modern and contemporary artwork and will present video works by [Tom Dunn](#) in the Rock 'n' Roll Lounge (Room 235). [18th Street Arts Center](#) helps contemporary artists from around the globe to create new work within a supportive environment and will feature works by photographer [Luciana Abait](#) (Room 227). In the same room, multimedia platform, [Artslant](#), is committed to providing a social perspective on art, bridging the gaps between the art world, its media and the community; they will present the work of [Jorge Mujica](#). Curated by [Steven Zevitas](#), [New American Paintings](#) will feature an exhibition of past Competition Winners: [Tory Lin](#), [Paige Jiyoung Moon](#), [Sean Phetsarath](#) and [Lee Piechocki](#) (Room 220).

Experience Special Projects

In addition to hotel room exhibitors, [A. Moret](#), Founder and Editor-in-Chief of *Installation Magazine*, will curate the Highland Gardens Hotel grounds and amplify the outdoor experience of stARTup Art Fair LA. She has chosen a select group of artists for *Special Projects*, which includes: [7x7](#), [Bronwyn Lundberg](#), [Chris Niemi](#), [Michelle Carla Handel](#), [Daniel Rolnik](#), [Emmett Methven](#), [Lluy Rodrigues](#), [Quam Odunsi](#), [Sara Clarken](#) and [The Current Sea](#).

Listen and Discuss

stARTup Art Fair invites its patrons to explore contemporary art ideas with a number of Art Conversations and tours. Selection Committee member, independent curator and advisor, [Christine Duval](#) will lead a docent-style, guided room tour of the fair on Friday, January 29 at 4PM.

[Maurizzio Pineda](#) (TAM Assistant Curator) will moderate *The Art of Shaking Hands*, with panelists: [Max Presneill](#) (artist, Director and Head Curator, TAM), [Maryam Parsi](#) (Director and Collection Manager, Hooper Projects) and [Walter Maciel](#) (Owner, Walter Maciel Gallery). This discussion will focus on professional development for emerging artists. Art Conversation, *Women in Art: Pop-Culture, Collaboration and Collecting*, will be moderated by [Nathaly Charria](#) (Independent Curator and Art Consultant), featuring panelists: [Nicole Ehrlich](#) (Producer, Board of Brooklyn Museum's Elizabeth A. Sackler Center for Feminist Art), [Susan Hancock](#) (Collector), [Michelle Papillion](#) (PAPILLION, Los Angeles), and [Kate Durbin](#) (New Media artist). This exciting topic will explore women in contemporary art by considering various facets of each panelists' role within a changing landscape.

[Peter Mays](#) (Executive Director, Los Angeles Art Association) will host *Art Critic Roundtable*, a convening of esteemed art writers: [Megan Frances Abrahams](#) (Fabrik, art ltd., Art Pulse, White Hot) and [Shana Nys Dambrot](#) (WhiteHot, LA Weekly, Flaunt, Huffington Post, art ltd.). This panel will explore the current state of contemporary art, the role of the art critic and art writing, and offers insights into upcoming trends and the issues confronting artists. One of stARTup Art Fair's Co-Founders, [Ray Beldner](#), will moderate *Getting Started: How to Build an Art Collection with No Experience, Little Money, and Even Less Time*, with panelists: [Paige Wery](#) (Owner, Good Luck Gallery, Los Angeles), [Anna Hygelund](#) (Specialist-Contemporary Art, Paddle8), [Lee Biohos](#) (LA-based art collector) and [Elizabeth Yochim](#) (ASA, Senior Accredited Appraiser and Principle of YOCHIM ARTS, Fine Art Appraisal + Consultancy). These industry professionals will demystify the process of collecting art by exploring strategies for getting involved with the art world.

For Art Conversations and tour details, [click here](#).

2015 Exhibiting Artists

Melinda Smith Altshuler • Heidi Cody • Kenny Cole • Michael Cutlip • Dana DeKalb and Jane Fisher • Suzy Kellems Dominik • Enlightenment Barbie (Gillian Keller) • Danielle Eubank • Rodney Ewing • Mitra Fabian and Kathy Aoki • Rebecca Fox • Victoria Mara Heilweil • Arturo Herrera • David Jones • Natasha Kohli • Aline Mare • c.martino • Lindsay Evans Montgomery • Paul Morin • Karen Olsen-Dunn • Carrie Ann Plank • David "Squid" Quinn • Sarah Ratchye • Fernando Reyes • David Rohn • Diane Rosenblum • Kimberly Rowe and Jennifer Turnage • Zedekiah Schild • Dickson Schneider and Katina Huston • Annie Seaton and Catherine Ruane • Zach Seeger • Doni Silver Simons • David Spanbock • Stephen Whisler • Tim Wicks • Nancy Willis • Bijan Yashar • Jenifer Yeouroukis • Dana Zed

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 unrepresented artists--artists who may have lost their gallery/galleries or artists who have never had representation. Co-Founders **Ray Beldner** and **Steve Zavattero** believe in the viability of Los Angeles as an important visual art center and stARTup Art Fair provides a new avenue for the creative longevity of the visual artist, providing a marketplace that gives the artist the power to present and sell work--**and keep 100% of their sales proceeds**--on their own terms.

Southern California has a history of attracting creative and visionary self-starting artists, designers and entrepreneurs, and stARTup Art Fair celebrates the spirit of this region with its investment in emerging and under-recognized artists. stARTup Art Fair will be a destination where creatives of all stripes can converge to see new, inspiring art in the California spirit of discovery.

For more about the fair, please visit: <http://www.startupartfair.com/home/>

For media inquiries, interview opportunities or to sign up for the press preview, please contact: emilee@frameworksf.com.