

Art Los Angeles Contemporary

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Tim Fleming, Former Director of ART LA and photo MIAMI, Names Pacific Design Center as Host of First Art Los Angeles Contemporary: The International Contemporary Art Fair of L.A.

Art Los Angeles Contemporary to Take Place in January, 2010; Fair Grounds Associates to Produce International Art Fair, Featuring Select Local and International Contemporary Art Galleries at 14-Acre Campus Located in the Heart of Los Angeles

Los Angeles, CA (September 23, 2009) - Fair Grounds Associates (FGA), founded by Tim Fleming, former director of the ART LA and photo MIAMI fairs, has signed a deal with Charles S. Cohen to bring the inaugural production of Art Los Angeles Contemporary: *The International Contemporary Art Fair of L.A.*, to the Pacific Design Center in January, 2010. Tim Fleming will serve as director of the fair. Art Los Angeles Contemporary is an annual contemporary art fair that will offer an exclusive list of fifty top blue chip and emerging art galleries the opportunity to have their artists' work on display at the 14-acre campus. The premiere edition of the fair will take place from January 28 to January 31. The fair is currently accepting applications through October 20.

Art Los Angeles Contemporary is aligned with the citywide Los Angeles Arts Month, a collaboration between dozens of local arts organizations, arts and civic leaders, artists, philanthropists, and committed public and private partners. LA Arts Month aims to connect Los Angeles' diverse communities to the arts, while showcasing its vibrancy to both national and international visitors.

"Los Angeles has long been an important cultural hub of some of the country's most innovative contemporary artists and institutions. Art Los Angeles Contemporary brings these inherent cultural qualities of our city together, making Los Angeles the perfect destination for a progressive international contemporary art fair," said Tim Fleming, founder of Fair Grounds Associates and director of Art Los Angeles Contemporary.

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"We are pleased to produce the inaugural fair at the Pacific Design Center and support their progressive mission to incorporate contemporary art into the long term programming of their established, design-focused building," Fleming continued.

"Design and art are natural partners - for both creators and appreciators," observed Charles S. Cohen, Founder and CEO of Cohen Design Centers and MOCA trustee. "We're delighted that the Pacific Design Center is the nexus that unites the two disciplines, and gives a home to Art Los Angeles Contemporary for what we believe will be years to come."

Tim Fleming is founder of Fair Grounds Associates (FGA), an organization that runs and owns the new Art Los Angeles Contemporary: *The International Contemporary Art Fair of L.A.*. For over a decade, Fleming has produced some of the country's most noted contemporary art shows. Under his direction, ART LA (2006 – 2009) gained notoriety on the international art fair circuit as having a strong community background that championed the bustling Los Angeles contemporary art scene. In addition to ART LA, Fleming also served as director of photo MIAMI (2006 – 2008). Shortly after graduating from the School of the Art Institute of Chicago, Fleming began his career as a cultural events and art show developer. He served as the director of non-commercial project gallery Seven Three Split, and later while working with Art Chicago, served on the team that developed The Stray Show, an acclaimed ancillary art fair for alternative gallery spaces.

For more information about Art Los Angeles Contemporary, visit

<http://artlosangelesfair.com>.

About Pacific Design Center (PDC)

Founded in 1975 and designed by Cesar Pelli, the award-winning Pacific Design Center is the west coast's largest multi-use facility providing the design, entertainment and arts communities with public and private conference spaces for lectures, meetings, special events, screenings, exhibitions and receptions. PDC, one of four Cohen Design Center properties, has more than 120 showrooms and 2,200 interior product lines. A full-service facility, PDC offers Pacific Design Services, LLC's

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Consulting & Buying and Designer Referral Programs, directing discerning members of the public to the product and personnel required to complete design projects; boasts a design and architecture driven outpost of The Museum of Contemporary Art (MOCA) and is home to some of the world's premier entertainment companies.

In Fall 2010, the Red Building will be completed featuring 400,000 square feet of Class-A office space. This architecturally significant building will mark the completion of Cesar Pelli's original Blue, Green and Red architectural vision. Pacific Design Center/ 8687 Melrose Avenue West Hollywood,CA. /310-657-0800/
www.thepacificdesigncenter.com.

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