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Art Los Angeles Contemporary

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FOR IMMEDIATE RELEASE

OUTSTANDING RESULTS FOR THE FIRST ART LOS ANGELES CONTEMPORARY ART FAIR (January 28-31, 2010)

Los Angeles (February 1, 2010)—Art Los Angeles Contemporary, the first international contemporary art fair of Los Angeles, took place at the Pacific Design Center, a 14-acre campus located in the heart of Los Angeles, from January 28-31, 2010. The international contemporary art fair featured a mix of 55 top international and Los Angeles-based exhibitors and attracted 9,000 collectors, curators, artists and contemporary art lovers from around the globe. Art Los Angeles Contemporary is produced by Fair Grounds Associates. Tim Fleming serves as director of Art Los Angeles Contemporary.

The opening night reception drew art enthusiasts, collectors, Hollywood notables and celebrities alike, including Rachel Griffiths, Neil Patrick Harris, John Hensley, Anthony Kiedis (Red Hot Chili Peppers), Ann Philbin, director of the Hammer Museum, Dean Valentine, and others who were spotted eying pieces from the exclusive selection of 55 exhibitors that were hand picked by the Art Los Angeles Contemporary 2010 selection committee. Host committee members for the first Art Los Angeles Contemporary include Alice Eve, Andy Griffiths, Blake Byrne & Justin Gilanyi, Christine Nichols, Christopher Yin & John Yoon, Clo & Charles Cohen, Daniel Stern, Amy Adelson & Dean Valentine, Geoff Tuck & David Richards, Jennifer & Peter Franciosa, Jennifer Simchowicz, Jessica Goldberg & Hamish Linklater, Imara & Seth Geller, Karyn Kohl, Kate Linder, Kevin McSpadden, Lenore & Herbert Schorr, Liberty Ross & Rupert Sanders, Linda & Paul Gotskind, Maggie

| Kayne, Mandy & Cliff Einstein, Marc J. Lee, Mark Sandelson, Sirje & Michael Gold, Nu
| Nguyen, Paul Mittleman, Reggie Casagrande, Robyn Siegel, Rose Apodaca, Rosette Delug,
| Thomas Beeton and others.

A number of exhibitors, collectors and artists confirmed that Art Los Angeles Contemporary made an international impact on the contemporary art scene. Throughout the weekend, host committee members were joined by Irving Blum, Michael Darling, Jon and Mary Shirley Curator of Modern & Contemporary Art at the Seattle Art Museum; Los Angeles based collectors Mandy and Cliff Einstein; Interior designer Waldo Fernandez; Los Angeles based collector David Hoberman; Los Angeles based collectors Henrietta and Alexander Hollaender; Shamim Momin, founder and curator of LAND; Artist Takashi Murakami; actor Chris Parnell; Beatrix Ruf, Director/Curator of the Kunsthalle Zürich; Los Angeles based collector Sam Schwartz and other notables who marveled not only at the quality and level of works on display, the turn out and the expanded programming that took place.

After the Art Los Angeles Contemporary opening night festivities, Calvin Klein hosted a special evening in collaboration with Los Angeles Nomadic Division (LAND), to celebrate the first Art Los Angeles Contemporary and Los Angeles Arts Month. Attendees included Kate Bosworth, Penelope Cruz, Ginnifer Goodwin, Rosetta Getty, Jared Leto, Ryan Phillippe and more.

Franklin Parrasch and Tim Nye curated the Ferus Gallery Greatest Hits exhibition that featured art works once installed at the famed Ferus Gallery's original location on La Cienega Boulevard. Works by Billy Al Bengston, Craig Kauffman, Ed Kienholz, Ken Price, Ed Ruscha and Andy Warhol, all veterans of the pioneering Ferus years from 1957-1966 were on display in the historic original storefront, which has been restored by Tom Beeton, to become a new, yet to be named gallery space. Anne Ellegood, Senior Curator for the Hammer Museum in Los Angeles spoke on Friday.

X-TRA Contemporary Art Quarterly's 1 IMAGE 1 MINUTE benefit featured over 40 artists, curators and historians who each presented a significant photograph of their choosing and spoke on that image for 1 minute. Actor Leonard Nimoy was one of the presenters. The presentation was based on Micol Hebron's column in X-TRA, which is a recreation of a project produced by Belgian director Agnes Varda. This sold-out event drew over 400

attendees.

1301PE, Kim Light, Patrick Painter and many other galleries confirmed finding buyers for their works at the fair. A number of galleries also reported finding new clients.

Art Los Angeles Contemporary 2010 Sponsors and Partners

Café provided by Lemonade; Coffee bar provided by Intelligentsia; Spirits provided by Belvedere Vodka

About Art Los Angeles Contemporary

Produced by Fair Grounds Associates, under the direction of Tim Fleming, 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.

Closing Report/ February 1, 2010

Additional media information located on the www.artlosangelesfair.com website

Media interested in receiving additional press materials and credential applications for Art Los Angeles Contemporary 2011 should email: kelly@fairgroundslc.com

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