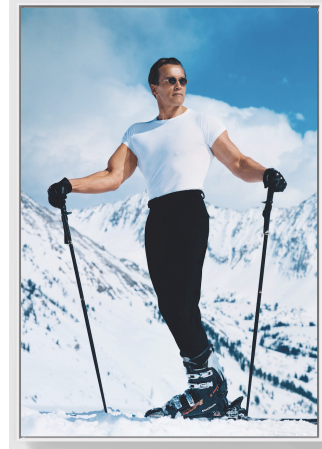




74tharts Announces 2025 Program of Nomadic Art and Cultural Pop-Ups Across Three Continents in Singapore, Marseille, and Aspen

Curators include Armelle Dakouo, Jessica Hodin Lévy, Jonah Steinberg, and Joyce Toh



Left to right: ©Wawi Navarroza, *Rosas Pandan (Volviendo, Self-Portrait)*, 2024, courtesy of the artist and Silverlens Gallery; Les Bords De Mer - The Corniche, Marseille, France, courtesy Les Bords De Mer; ARNOLD, Annie Leibovitz Art Edition. Courtesy of TASCHEN

NEW YORK — (February 18, 2025)— [74tharts](#), the international arts organization founded by art industry veteran **Becca Hoffman**, that is redefining the traditional art fair model through immersive, nomadic selling exhibitions around the world, announced today its 2025 program of art and cultural takeovers across three continents. Created and produced with an international team of curators and collaborators with a commitment to cross-disciplinary engagement and establishing meaningful cultural dialogue, connection and education, 74tharts invites artists, dealers, collectors, art aficionados and cultural practitioners to convene in the bustling culinary center of Singapore for *The Feast* (March 8–23), the coastal hub of Marseille for *La Mer* (June 27–July 6), and the alpine landscape of Aspen for the second edition of The Aspen Art Fair at the Hotel Jerome (July 29–August 2).

“Our goal at 74tharts is to embrace the unique art and cultural landscape of select host cities around the world, inviting a global community to convene around local and international art, local cultures, unique geographies, and new experiences,” says Hoffman. Our intention is to foster genuine cultural dialogue and discovery, and offer truly memorable encounters for collectors, artists, and art enthusiasts.”

SINGAPORE | *THE FEAST*

Situated on the island of Singapore, *The Feast* presented with Singapore-based curator **Joyce Toh**, will merge contemporary art, design, and gastronomy in the city’s historic Chinatown. Conceived as a banquet of individual art-dining experiences – or ‘chapters’ in a story, the cultural and culinary celebration features a dedicated exhibition at 66 Club Street, and an exuberant program of dining, cocktail, art and design events across the city. The exhibition, which is free and open to the public, will feature nine local, regional, and international artists and designers from galleries around the world. While each dining event will center on one artist, *The Feast* exhibition offers collectors and visitors a space to view the artists’ works in dialogue with each other, and in more depth.

“From ancient epochs to the modern day, crossing cultures and spanning geographies, feasts have been a celebration of life and a coming-together of people.” said *The Feast* curator Joyce Toh. “*The Feast*, with its individual art-dining experiences and dedicated exhibition is an invitation to all to savor the rich interplay between art and gastronomy guided by the related and varied practices of regional and international artists.”

Participating artists include:

Dr. Yanyun Chen, b. 1986 Singapore, based in Singapore

Matteo Cibic, b. 1983 Parma, Italy, based in Vicenza, Italy

Spencer Hansen, b. 1979 Idaho, USA, based in Bali, Indonesia and Grass Valley, USA

Karen Knorr, b.1954, Frankfurt, Germany and raised in San Juan, Puerto Rico, based in London, UK

Wawi Navarozza, b. 1979 Manila Philippines, based in Manila, Philippines and Istanbul, Turkey

Robert Polidori, b.1951 Montreal, Canada, based in Ojai, California, USA

Grace Tan, b. 1979 Johor, Malaysia, based in Singapore

Samuel Xun, b. 1994 Singapore, based in Singapore

Ken + Julia Yonetani, Ken b. 1971 Tokyo, Japan, based in Sydney, Australia and Kyoto, Japan;
Julia, b. 1972 Tokyo, Japan, based in Sydney, Australia and Kyoto, Japan

Among the six art-dining experiences, highlights include:

The Feast: An Affair of Eight Hands with Dr. Yanyun Chen, Path Restaurant + Mandala Club, a playful interpretation and expansion of a classic four hands dinner taking place on Monday, March 10, 2025 with Dr. Yanyun Chen, visual artist, researcher and professor, along with chefs Marvas Ng, from modern Asian French fusion, Michelin-starred restaurant, Path, and Chef Jack Allibone of Mandala. Going beyond the chefs’ four hands, this occasion involves eight hands – including the artist’s and the diner’s. This affair encourages guests to engage with their

food using their hands, a motif reflected in the artist's interest in gestures of communication, conversation and craft. The event brings into focus the hands and hand gestures integral to the kitchen – the hands of both chefs, kitchen and service staff – rendered for the project on custom-made napkins, table cloths and table runners, underscoring the tactile journey of dining, and the unseen hands that prepare the food we eat; ***Sensations for the Senses with Samuel Xun***, an evening of whiskey, chocolate and conversation on Thursday March 13, 2025 with artist Samuel Xun, a multidisciplinary artist whose use of sculpture and material composition spotlights themes of identity, culture and personal history: ***Sojourns of Salt by Ken + Julia Yonetani*** an evening of art, ideas, sustainability, environmental awareness and culinary exploration taking place on Friday March 21, 2025 at Singapore's Michelin Green Star restaurant Fiz with the husband and wife artist duo whose striking, large-scale, salt installations are central to the experience. Their intricate works transform everyday food items into fragile, glimmering forms made from Murray River salt, highlighting the delicate balance between sustenance and the environment, and inviting reflection on the historical, cultural, and ecological narratives surrounding salt: a commodity that has shaped economies, traditions, and landscapes across millennia. Inspired by their works, Chef Hafizzul Hashim highlights, in his dishes, salt's role as both a preserver and a flavor enhancer, while connecting to stories of the Murray River and its significance in Australia's ecological and cultural fabric and uniquely telling the tale of flavors from the Malaysian archipelago, and ***The Feast: Flora-Fauna-Fantastique***, the closing chapter hosted at Firangi Superstar on Sunday, March 23 with works by Matteo Cibic, Spencer Hansen and guest artist Wawi Navarroza. The restaurant's cinematic interior and lush decor — a fantasy of colonial India seen through modern eyes — sets the stage for the visual feast where Navarroza's exquisite "bottle botanicals" crafted in collaboration with artisan Benito Rosario, blossom from upcycled plastic-fantastic and flora, fauna and fine dining collide.

For further information on works presented in *The Feast* exhibition, the full program of dining experiences and to purchase tickets, please visit: <https://www.74tharts.com/the-feast>

The Feast is presented by 74tharts in partnership with Joyce Toh.

Event partners: Firangi Superstar, Restaurant Fiz, Mandala Club, Native, and Path Restaurant.

Gallery support: Fost Gallery, Richard Koh, Mizuma, Silverlens, Skye Gallery, and Sundaram Tagore Gallery.

Opening reception support: Adagio Events.

MARSEILLE | LA MER

In Marseille, the second-largest city in France, and a primary Mediterranean port, *La Mer*, a new six-day long boutique art fair, preceded by a four-day lead-up events and cultural program created with regional and international curators Armelle Dakouo, Jessica Hodin Lévy, and Jonah Steinberg will take over the city's coastal haven Les Bords de Mer from June 27 – July 6, 2025,

set against the backdrop of the city's vibrant and historically rich coastline, and a thriving art scene.

Sited in locations throughout the city, *La Mer* will explore themes and ideas around territories, landscapes, climate change, displacement, history and memory, and, by ripple effects, artistic influence and connection, highlighting Marseille's cosmopolitan heritage and its status as a global art and cultural destination. Works and performances by artists from a curated group of regional and international galleries will be presented for sale in site-specific exhibitions and curated rooms, alongside a program of exclusive dinners, cocktail gatherings, and intimate conversations.

ASPEN | THE ASPEN ART FAIR

In Aspen, The Aspen Art Fair at the historic Hotel Jerome will return for its second iteration from July 29 to August 2, 2025 building on its successful inaugural edition in 2024. A must-attend event during Aspen Art Week, the takeover anticipates thousands of collectors and art enthusiasts convening in the heart of the Rocky Mountains for an intimate yet world-class survey of contemporary art and design.

A highly curated selection of international and local galleries will present works by emerging and established artists across various media, while a host of special collaborations and artist prizes—developed in partnership with prestigious arts and cultural institutions such as Anderson Ranch Arts Center—will bring together artists, collectors, and communities. Beyond its indoor presentations, The Aspen Art Fair embraces the city's unparalleled natural beauty by incorporating outdoor programming, including cold plunges and women-led hikes.

Co-founded by The Aspen Art Fair Director and Founder of 74tharts Becca Hoffman and Hexton Gallery owner Bob Chase, this cultural takeover that bridges art, design, luxury, travel, and hospitality transcends the traditional art fair—and is an unmissable event on the Aspen Art Week calendar.

ABOUT

74THARTS

[74tharts](#) is a global art business founded by Becca Hoffman to explore culture, connectivity, and commerce through a series of nomadic, pop-up, art and cultural events including the [The Aspen Art Fair](#). Launched in 2023, its goal is to re-think, re-examine, re-engage, and re-invigorate, connecting creative communities worldwide.

BECCA HOFFMAN

Becca Hoffman is a veteran art world professional with a decade of running art galleries and a dozen years of art fair leadership. Ms. Hoffman was instrumental in rebranding and upgrading the Outsider Art Fair New York and building the Outsider Art Fair Paris from 2012 to 2020. From

2020 to 2023, she developed art fairs and cultural events in Aspen and Palm Springs for Intersect Art and Design. In 2023, she launched 74tharts, a global art business established to explore culture, connectivity, and commerce through the annual Aspen Art Fair and a program of year-round cultural events around the world. This includes pop-up exhibitions, conversations, unique activations, community engagement events, and beyond. She lives in New York City and Antibes, France.

ARMELLE DAKOUO

Armelle Dakouo is an independent curator with an in-depth knowledge of the contemporary art scene on the African continent and beyond. She was the artistic director of the contemporary art and design fair Also Known As Africa in Paris from 2017 to 2024 and co-curator of the Biennale du Congo 2022 in Kinshasa, DRC. Since 2010, Dakouo has created and produced touring photographic exhibitions and worked as a curator with art galleries.

JESSICA HODIN LÉVY

Jessica Hodin Lévy is an arts business strategist and independent curator. Her experience includes Art Basel and Frieze, where she focused on brand partnerships, audience and strategic development, and fundraising. Prior to the art fairs, she worked for Winston Art Group and was Director and Curator of Bleecker Street Arts Club in Manhattan's West Village.

JONAH STEINBERG

Jonah Steinberg is an author, curator, professor and associate director at The Walker Institute of International and Area Studies. He is also a founding curator and commissioning director of Barvalo, a participatory, collaborative, and community-centered exhibition project at Marseille's Musée des Civilisations de l'Europe et de la Méditerranée (Mucem).

JOYCE TOH

Joyce Toh holds over 20 years' experience as a professional in the arts and culture sector, in Singapore and abroad, and her work has spanned museum, public, private and commercial organisations. Her experience includes S.E.A. Focus Art Fair, Singapore Art Museum, Christie's (New York), Wetterling Teo Gallery and Arts Council England. Toh was also involved as a co-curator in three editions of the Singapore Biennale. She works as an independent curator and is the Co-Founder and Chief Creative Officer for ARTO, an art-tech startup and social discovery mobile app, and is based in Singapore.

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