



FRIDAY, JANUARY 18, 2019

**ART LOS ANGELES CONTEMPORARY LAUNCHES
10TH ANNIVERSARY EDITION WITH 80 INTERNATIONAL EMERGING AND
ESTABLISHED EXHIBITORS, NEW VISUAL BRANDING, REIMAGINED FLOOR
DESIGN, AND NEW “SALON” AND PUBLISHING SECTIONS**

- ALAC announces 2019 exhibitors, including new curated “Salon” and independent Publishing sections
- Celebrated graphic designer and artist Brian Roettinger teams with ALAC to unveil new visual branding collaboration
- Olson Kundig transforms ALAC experience with new concept and design

**ALAC RETURNS TO THE BARKER HANGAR IN SANTA MONICA, CA
FIVE DAY CULTURAL EVENT
WEDNESDAY, FEBRUARY 13- FEBRUARY 17, 2019**

LOS ANGELES, CA- (January 18, 2019)- LA’s international contemporary art fair will celebrate its 10th anniversary with new visual branding, a reimagined floor design, as well as new “Salon” and Publishing sections. ALAC will bring together international contemporary galleries, collectors, curators, artists, and art enthusiasts for an extended five-day cultural event from Wednesday, February 13-Sunday, February 17.

Over ten years, ALAC has helped to solidify Los Angeles as an art epicenter, nurtured a generation of young collectors, and acted as a gateway to international exchange. ALAC’s unique combination of emerging and established galleries has been key to its longevity and success. ALAC maintains an unparalleled commitment to art-making, collection-building, and the galleries that are the bridge between the two. ALAC’s 10th

Edition will introduce the next generation of galleries, while continuing to partner with the most exciting established programs in the city.

Tim Fleming, ALAC's Founder and Fair Director said, "After ten years, I recognize the impact we have made locally and internationally. To walk into a collector's home and see a work from a past edition of our fair is such a pleasure, because it solidifies for me how we've achieved our mission by supporting galleries and informing collections. Our 10th anniversary is a chance for us to recommit to who we are: content-forward, trusted but inventive, international and LA. Our work is really about putting together the best program of established and emerging galleries, to show off the best of LA and around the globe. We feel spoiled by the number of visionaries we get to collaborate with, from new galleries with audacious programming to respected partners we've worked with from ALAC's beginning a decade ago."

For the new visual identity of the fair, ALAC has teamed with award-winning graphic designer and artist Brian Roettinger (WP&A), whose roster of clients includes music visionaries Mark Ronson, Florence + the Machine, Drake, and Jay-Z. Inspired by the fair's physical venue at the Santa Monica Airport, the experience of navigating an art fair on foot, and the civic architecture of LA's freeways, ALAC's new branding explores the language of way-finding.

Roettinger comments, "The new bold black and white identity is a modular typographic system. It allows for a strict but playful mix, which is part airport way-finding and part motor transportation. The look focuses on the fair's better-known name 'ALAC,' instead of its official full name, which the team felt was a natural decision after ten years of existence."

For its tenth anniversary edition, ALAC will be housed within a new architectural design by Seattle-based firm Olson Kundig, which has collaborated with world-renowned artists such as James Turrell, Oscar Tuazon, and Doug Aitken. Olson Kundig Principal Jerry Garcia notes, "We are thrilled to be participating in the ten-year anniversary edition of

ALAC. It's the perfect moment to commemorate Los Angeles' dynamic and evolving art community by reinventing the fair's visitor experience."

Claudia Rech, Berlin-based art historian, curator, and former gallerist of Gillmeier Rech, will curate a "Salon" section called "The Academy," offering a new way for galleries and the public to participate in the fair through a curated exhibition. **Frances Horn**, Brussels-based curator and initiator of the art book fair PAPER VIEW at WIELS, has been selected to lead the ALAC publishing section, "Movable Types." More details on the architectural design as well as the Salon and Publishing sections to come.

2019 EXHIBITORS:

Participating Galleries

10 Chancery Lane Gallery, Hong Kong

1301PE, Los Angeles

1969 Gallery, New York

AA|LA Gallery, Los Angeles

Louise Alexander Gallery, Porto Cervo

AS-IS.LA, Los Angeles

AWHRHWAR, Los Angeles

Jack Barrett, New York

Peter Blake Gallery, Laguna Beach

Bortolami, New York

Ceysson & Bénétière, Geneva, Luxembourg, New York, Paris, Saint-Etienne

Clages, Cologne

Luis de Jesus Los Angeles, Los Angeles

Galerie Derouillon, Paris

DOCUMENT, Chicago

Downs & Ross, New York

Ever Gold [Projects], San Francisco

False Flag, Long Island City

Functional Art Gallery, Berlin
Gilles Drouault Galerie, Paris
Gildar Gallery, Denver
Good Weather, North Little Rock
Halsey McKay Gallery, New York
Richard Heller Gallery, Santa Monica
The Hole, New York
Lisa Kehler Art + Projects, Winnipeg
Galerie Parisa Kind, Frankfurt am Main
Marie Kirkegaard Gallery, Copenhagen
Klowden Mann, Los Angeles
The Lapis Press, Los Angeles
Josh Lilley, London
Gallery Luisotti, Los Angeles
M+B, Los Angeles
Marinero, New York
Philip Martin Gallery, Los Angeles
Galeria Mascota, Mexico City
Meliksetian | Briggs, Los Angeles
Mixografia, Los Angeles
Mrs., Maspeth
Shulamit Nazarian, Los Angeles
Ochi Projects, Los Angeles
ODD ARK • LA, Los Angeles
Over The Influence, Los Angeles
PACT, Paris
Priska Pasquer, Cologne
Peres Projects, Berlin
Pola Magnetyczne, Warsaw
Praz-Delavallade, Paris, Los Angeles
Regards, Chicago
Reserve Ames, Los Angeles
Roberts Projects, Los Angeles
RUSCHMAN, Chicago
Safe Gallery, Brooklyn
Situations, New York

STARKWHITE, Auckland
Stems Gallery, Brussels
Rob Tufnell, Cologne
UNION PACIFIC, London
UV Estudios, Buenos Aires
VI, VII, Oslo
VIGO GALLERY, London
Grant Wahlquist Gallery, Portland
Western Exhibitions, Chicago
Anna Zorina Gallery, New York

Publishers: “Movable Types”

Accattone, Brussels
Art Los Angeles Reader, Los Angeles
Bartleby & co., Brussels
Case Publishing, Tokyo
fivehundred places, Berlin
GAGARIN, Antwerp
Hotel, London
Humboldt Books, Milan
Ibid, Los Angeles
Juan de la cosa, Mexico City
Lodret Vandret/One Thousand Books, Copenhagen
Lovely Daze, Taipei
MER.Paper Kunsthalle, Ghent
mono.kultur, Berlin
Monograph Bookwerks, Portland
Night Diver Press, Oakland
Onomatopee, Eindhoven
OSMOS, New York
Printed Matter, New York
Reserve Ames, Los Angeles
Terremoto, Mexico City
WAAP ART, Vancouver
X Artists' Books, Los Angeles
Zulu Press, Mexico City

Salon: “The Academy”

careva contemporary, Riga with Edgars Gluhovs
Castiglioni, Milan with Thomaz Rosa
Downs & Ross, New York with Vikky Alexander
Galleri Opdahl, Stavanger with Ilija Wyller
Lisa Kandlhofer, Vienna with Lindsay Lawson
Klemm's, Berlin, with Renaud Regnery
O - Town House, Los Angeles with Juliette Blightman
PPC Philipp Pflug Contemporary, Frankfurt am Main with Tobias Donat
Bonny Poon, Paris with Marie Karlberg
Roman Road, London with Alix Marie
Galerie Thomas Schulte, Berlin with Julian Irlinger
Setareh, Düsseldorf, with Jim Thorell
Smart Objects, Los Angeles with Paul Roupail
Sweetwater, Berlin, Berlin, with Kayode Ojo
Weiss Berlin, Berlin with Elif Erkan

About ALAC

Art Los Angeles Contemporary (ALAC) is Los Angeles's international art fair. Now in its tenth year, ALAC has helped solidify Los Angeles as an art epicenter and nurtured a generation of young collectors. With deep roots in LA's creative community and a global reach, ALAC has acted as a gateway to an international exchange. ALAC's recipe of combining emerging and established galleries is key to its longevity and success: ALAC is thrilled to usher in the next generation of galleries as LA's discovery fair, while continuing to partner with the most exciting established programs in the city. ALAC maintains an unparalleled commitment to art-making, collection-building, and the galleries that are the bridge between the two. Produced by Fair Grounds Associates, the next and tenth edition of Art Los Angeles Contemporary will take place over five days at the Barker Hanger, 3021 Airport Avenue in Santa Monica, February 13-17, 2019.

Stay Connected

Instagram: @ALACcontemporary
Twitter: @ALACcontemporary
Facebook: @ArtLosAngelesContemporary
artlosangelesfair.com

General Information

Art Los Angeles Contemporary
February 13-17, 2019

The Barker Hangar
3021 Airport Avenue
Santa Monica, California 90405

VIP Preview

Wednesday, February 13, 6-9pm

Public Hours

Thursday, February 14, 11–6pm

Friday, February 15, 11am–6pm

Saturday, February 16, 11am–7pm

Sunday, February 17, 11am–6pm

Media Contacts:

K2PR

Kelly Kimball | k2@kkimballpr.com

Nadine Johnson & Associates

Nadine Johnson | Nadine@NadineJohnson.com

Evan Lenox | Evan@NadineJohnson.com

Lyn Winter, Inc

Lyn Winter | Lyn@LynWinter.com

Livia Mandoul | livia@lynwinter.com

Press Accreditation:

Kathryn Hanlon Hall | alac@lynwinter.com

Press accreditation is now open for all media covering ALAC 2019. All requests for credentials must be made before Friday, February 8, 2019. To request credentials, please send request and proof of commission to Kathryn Hanlon Hall.