

ALAC

For Immediate Release
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THE 11TH EDITION OF ART LOS ANGELES CONTEMPORARY WELCOMED 50 INTERNATIONAL EXHIBITORS AND VISITORS FROM AROUND THE WORLD TO ITS NEWLY-DESIGNED AND CENTRALLY LOCATED SPACE IN THE LANDMARK HOLLYWOOD ATHLETIC CLUB ON SUNSET BOULEVARD

ARTISTS, CURATORS, COLLECTORS, LEADING ARCHITECTS AND DESIGNERS AND CREATIVES FROM FILM, ENTERTAINMENT, FASHION AND MUSIC FLOCKED TO THE FAIR OVER ITS 4-DAY PROGRAM

GALLERIES NOTED STRONG SALES AND SOLD OUT INVENTORY OF US, EUROPEAN AND AUSTRALIAN ARTISTS



ALAC 2020 visitors in the Moroccan Room at the Hollywood Athletic Club, photo by Michael Underwood, courtesy Art Los Angeles Contemporary.

LOS ANGELES, CA - From Thursday, February 13-16th, 2020, artists, collectors, curators and art patrons from all over the world descended into Los Angeles to celebrate the 11th edition of **Art Los Angeles Contemporary (ALAC)**, the premier international art fair of the West Coast at its new location, **The Hollywood Athletic Club**. Presenting **50 exhibitors** from **11 countries**, the fair welcomed guests with a curated selection of exhibitors from Los Angeles, as

well as from San Francisco, Portland, New York and Chicago, in addition to international exhibitors from around the world, including Australia, Belgium, Germany, Hong Kong, Japan, Luxembourg, New Zealand, Peru, Poland, Sweden, and the UK.

Tim Fleming, ALAC Director, commented, “We re-opened the club. We set out with immediate trust from our creatives - a collaboration between architecture and design studios Productora from Mexico City and Part Office based in LA and key support from our long standing and recent participating galleries from 11 countries. It’s been a real pleasure working within this historic, architectural building and to see how effectively it frames the great new work from both returning and established galleries and from a crop of young, ambitious galleries, that represent the future of what a gallery is in LA.”



Court Space, ODD ARK, in lieu, LACE, Big Pictures Los Angeles inside the Racquetball courts; Architectural elements and design by PRODUCTORA and Part Office inside the Gymnasium, photos by Michael Underwood, courtesy Art Los Angeles Contemporary.

Strong sales were met with enthusiasm across the board for the bold and visionary move to Hollywood.

Gunia Nowik, Owner, Pola Magnetyczne Gallery commented “We’re excited to return to ALAC for a second year and really like this venue and being in Hollywood. It’s important for collectors to be able to circulate between all the LA fairs this week and visitors have reacted very well to the venue and history. Our sales have been strong with collectors intrigued with work by Israeli-born, Chicago based artist **Nelly Agassi**, by notable Polish painter **Agata Bogacka**, and French-Polish photographer **Nicolas Groszpiere**.”

Returning exhibitor **Parisa Kind, Owner, Galerie Parisa Kind**, Frankfurt, Germany, added, “Overall, we had a very successful fair. We sold works by all the artists we presented in the booth, including three large-scale paintings by LA based artist **Ben Echeverria**, as well as paintings by Germany-based artists **Isabelle Fein** and **Hannes Michanek**. We love the new venue – it’s incredible. The historical setting juxtaposed with the new architecture of the fair makes it a pleasure to exhibit in. The central location between the various fairs is easily accessible– it’s the perfect place to house ALAC.”

John McCormack, Co-owner/director Starkwhite added “Art Los Angeles Contemporary raised the bar this year, combining architecture, Hollywood history and contemporary art in a

lively boutique fair held at the magnificent Hollywood Athletic Club. The fair also performed perfectly its core art market role, attracting curators and collectors to the new venue, in sufficient numbers for us to hit our sales target. We sold pieces by all three artists presented in our booth and completely sold out the optically-charged works of Sydney-based artist **Jonny Niesche**.”



Booth for Stems Gallery, Brussels and Luxembourg at ALAC 2020, photo by Michael Underwood,, courtesy Art Los Angeles Contemporary.

Guillaume Smets, Owner and Director, Stems Gallery, Brussels and Luxembourg reinforced this sentiment, “We really wanted to have a presence in LA. ALAC was the first and historic fair for contemporary art, and for us it was obvious to exhibit at ALAC. Last year we participated for the first time at the Barker Hangar and we wanted to return a second time to expand our presence among collectors and in the city. The new location at The Hollywood Athletic Club is a visionary move for the fair. It’s ideally situated between Felix and Frieze creating a “collectors’ triangle” and the set up is both intimate and sociable while providing a classical white wall space for the work. It worked for us – we had very strong sales and we’ll return again next year.”

Sales of works by established and emerging artists included work by **John Baldessari** at **Mixografia**, **Mary Corse**, **Lita Albuquerque** and **Stephanie Bachiero** at **Peter Blake Gallery**, Canadian artist **Hannah Epstein** at **Steven Turner**, Brooklyn-based artists **Josh Reams** at **Luis de Jesus** and **Tracy Thomason** at **Marinero**, and six works by Baltimore, MD-born **Coady Brown** at **1969 Gallery**.

Notable guests to ALAC 2020 included LA artists **Lita Albuquerque**, **Gisela Colon**, **Rosson Crow**, **Karon Davis**, **Joe Goode**, **Sherin Guirguis**, **T. Kelly Mason**, **Andy and Kelly Moses**, **Ali Silverstein**, **Diana Thater**, and **Eric Wesley**; curators, patrons and collectors

Lianne Barnes, Beth DeWoody, Russell Ferguson, Homeira Goldstein, James Goldstein, Susan and Michael Hort, Karyn Kohl, Yassi and Craig Mazandi, Shamim M. Momin, Hans Ulrich Obrist, Eliza Osbourne, Corrina Peipon, Wendy Posner, Dallas Price Von Breda, Eugene Sadovoy, Stefan Simchowitz, Robin and Elinor Turner, Billie Millam Weisman; leading figures from the fields of design and architecture, **Sharon Johnston of Johnston Marklee, Leo Marmol of Marmol Radziner, Brian Roettinger of Willo Perron & Associates, Marcelo Spina OF P-A-T-T-E-R-N-S, Clive Wilkinson,** songwriter **Diane Warren,** film and entertainment industry agent **Joel Lubin** and costume designer **Arianne Phillips,** fashion designers **Jasmin Shokrian** and **Aliona Kononova,** musician **Mark Mothersbaugh,** and LA chef **Roy Choi.**



Images clockwise from left to right: Robin and Elinor Turner; Beth Rudin DeWoody and Maynard Monroe; Aimeé Chan-Lindquist executive director of Rema Hort Mann Foundation and Peter Hort; photos by Austin Nelson/BFA.com, courtesy BFA and ALAC. Chef Roy Choi and ALAC director Tim Fleming, photo by Amnon Lourie, courtesy Art Los Angeles Contemporary

Galleries new to the fair this year include, **Big Pictures Los Angeles, BOZO MAG,** Los Angeles, **Case Publishers,** Tokyo, **Court Space,** Los Angeles, **Edward Cella Art & Architecture,** Los Angeles, **GDM Galerie de Multiples,** Paris, **Ginsberg,** Lima, **in lieu,**

Los Angeles, **June 20th**, Auckland, Los Angeles, **LACE**, Los Angeles, **LAND (Los Angeles Nomadic Division)**, New York, **LOYAL**, Stockholm, **Odd Ark LA**, **Printed Matter**, NY, **Rosenfeld Porcini Gallery**, London, **SculptureCenter**, NY, **STATION**, Melbourne & Sydney, **Steve Turner**, Los Angeles, **The Landing**, Los Angeles, **Thierry Goldberg Gallery**, New York.

For its 11th year, ALAC's special programming, highlighted the importance of printed matter and publishing within contemporary art. ALAC 2020 featured four publishers: Case Publishing (Tokyo), OSMOS (NY), Clouds (Auckland), June 20th (Auckland and LA) and Printed Matter (NY), who is the renowned non-profit publisher behind New York Art Book Fair and Los Angeles Art Book Fair. Among ALAC 2020's Special Projects was a presentation by the curatorial platform Court Space, which inhabits Los Angeles's public and private sports courts. In a nod to the athletic history of the Club, artist Gozié Ojini used installation and sculptural works, often repurposing sports gear and equipment as his materials.

Among leading independent art publishers, **Cay Sophie Rabinowitz of OSMOS** enthused, "ALAC continues to present a well-curated selection of publishers featuring bound books and artist editions. This year OSMOS, for its second year at ALAC enjoyed being in the refined architectural space of The Hollywood Athletic Club, and the results exceeded our expectations."

Visitors and patrons alike were upbeat about the fair's guiding role in LA and its new location, "I think you are the beach head that made the case for the viable art market here in LA causing fairs like Frieze and Felix to come after," said **LA artist and visitor, Sara Schnadt**.

"Tim Fleming has proven himself once again to be our homegrown hero with this year's iteration of Art Los Angeles Contemporary. It was smart, sophisticated, stunning!", added **Jane Glassman, FADA Executive Director and patron**.



ALAC visitors at the Hollywood Athletic Club, photo by Michael Underwood, courtesy Art Los Angeles Contemporary.

ABOUT ALAC:

Art Los Angeles Contemporary (ALAC) is Los Angeles's international art fair. Now in its eleventh 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 galleries that are the bridge between the two. Produced by Fair Grounds Associates, the eleventh edition of Art Los Angeles Contemporary took place over four days at the Hollywood Athletic Club, February 13 – 16.

ABOUT THE HOLLYWOOD ATHLETIC CLUB:

A meeting place for celebrities and locals alike, the Hollywood Athletic Club was founded by Charlie Chaplin in 1924 and frequented by Joan Crawford, John Ford, Jean Harlow, Howard Hughes, Groucho Marx, Mae West, and more. ALAC 2020 will span the Club's two floors, inhabiting both its vaulted ceiling ballroom and its athletic infrastructure, including a gymnasium and racquetball courts. The original 1920s architecture was re-envisioned by Mexico-City based architectural studio PRODUCTORA in collaboration with Los Angeles-based architecture and interior design practice Part Office.

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