

THE ASPEN ART FAIR

at the historic
Hotel Jerome

FOR IMMEDIATE RELEASE

**The Aspen Art Fair 2025 drew over 4,000 visitors to Hotel Jerome
for a blockbuster second edition**

**Strong sales reported by new and returning exhibitors
with works by major international artists Robert Indiana, Louise Nevelson,
Jose Dávila, Zanele Muholi, Paul Jenkins, Oliver Jeffers, and Caroline Kent
highlighting the fair's global appeal**

**A rare and robust program of indoor and outdoor cultural events
activated the city for Aspen Art Week**



L to R: The Aspen Art Fair Co-founders Becca Hoffman and Bob Chase at the The Aspen Art Fair 2025 Opening Preview and Reception at the Hotel Jerome; Visitors attend the The Aspen Art Fair 2025, photos by Jason Sean Weiss/BFA.com.

(Aspen, CO.) August 8, 2025 –The second edition of **The Aspen Art Fair at the Hotel Jerome** (July 29 to August 2, 2025) opened to a packed Preview Day, transformed the iconic Hotel Jerome into a vibrant hub for contemporary art and design, and concluded with remarkable success, attracting an enthusiastic and engaged audience of **more than 4,000** collectors, curators, and cultural tastemakers from across the globe, marking a **33% year-on-year increase** in foot traffic.

Building on the success of its inaugural 2024 edition, the week-long immersive, boutique fair experience featured thoughtfully curated gallery presentations across booths and hotel rooms that drew enthusiastic participation over the run of the show. A lively and unusual program of **more than 30 events** including artist talks, film screenings, panels, women-led hikes, and dinners shaped a memorable Aspen Art Week and underscored the event's growing cultural impact and collector relevance. The week started with artist and director **Sarah Meyohas'** talk *Evolving Roles within Art and Film*, a panel moderated by **Mel Lewis** including Aspen Film Executive Director, **Susan Wrubel** and MTArt Agency Founder, **Marine Tanguy**, with a screening, and preview dinner hosted by **MTArt Agency** and **Jet Aviation**. Meyohas, represented by **Marianne Boesky Gallery**, showed her award-winning 2025 perception-shifting short film *Medusa* for a discussion on the evolving relationship between artists and the entertainment industry, from Netflix collaborations to artist-led films and the growing role of agents.

Prominent local and international galleries presented **work by more than 100 established and emerging artists**, representing a diverse range of styles and media. Notable sales highlights spanned painting, photography, works on paper, sculpture, installation, art books, and functional design. Throughout the fair, galleries reported consistent collector engagement culminating in a final-day surge of acquisitions.

This momentum translated into robust sales across the majority of exhibitors, with several galleries reporting multiple sales and several in the \$150,000+ range. Established names **Galerie Gmurzynska**, **Southern Guild**, and **Sean Kelly** reported strong engagement and sales, and **Ippodo Gallery**, **Spaceless Gallery**, and **RYAN LEE** also attracted serious collectors and reported a larger than anticipated volume of sales.

*The 2025 edition of The Aspen Art Fair marked a significant evolution, doubling in size to 44 galleries while maintaining the curated, high-caliber experience that defines our vision," said **Becca Hoffman**, co-founder and director of The Aspen Art Fair. "This year's growth reflects the art world's increasing recognition of Aspen as a serious collecting and cultural destination. The support from returning and new collectors alike, paired with strategic partners such as Hotel Jerome, enabled us to create an expanded platform for meaningful dialogue, discovery, and sales."*



Galerie Gmurzynska at The Aspen Art Fair 2025 at the Hotel Jerome, photo by Zach Hilty/BFA.com

Galerie Gmurzynska reported strong opening day activity with several sales and works on reserve. Sales highlights included three significant works; **Robert Indiana**, *New Glory Banner*, 1963, and **Dan Basen**, *Molding Man*, ca. 1960s and *(Venus)*, ca. 1960s, and holds on pieces by **Louise Nevelson** and **Marjorie Strider**. “There was a very good crowd. We have established a rapport with many collectors here over the years and they are becoming a loyal group that will support the fair year on year,” said **Mathias Rastorfer** of Galerie Gmurzynska.

Southern Guild sold nine works, including paintings, photographs, and collectible design objects by African artists. Works included two chairs by **Cheick Diallo**, photographic works by **Zanele Muholi**, a work made of wood pegs, wire, and steel by **Usha Seejarim**, and paintings by **Mmangaliso Nzuza** and **Jozua Gerrard**. “Opening day just kept building in momentum. It was wonderful to reconnect with people we met last year and to meet so many new collectors. Sales started in the morning and continued steadily through the end of the day from the unsurpassed calibre of culturally-engaged collectors that this fair draws,” said **Trevyn McGowan** of Southern Guild.



Southern Guild at The Aspen Art Fair 2025 at the Hotel Jerome, photo by Zach Hilty/BFA.com

Perrotin confirmed multiple sales, including works by **Paola Pivi**, **Emma Webster**, **Gregor Hildebrandt**, and **Nick Doyle**. *“We’re thrilled to be back for the second edition of Aspen Art Fair, where we are showing a solo presentation by Gregor Hildebrandt, alongside new works by artists from our roster including Young-Il Ahn, Lynn Chadwick, Nick Doyle, Elizabeth Glaessner, Nancy Graves, Charles Hascoët, Gabriel de la Mora, Paola Pivi, Gabriel Rico, Kathia St. Hilaire, Pieter Vermeersch, Julia von Eichel, and Emma Webster,”* said **Matthew McCardwell**, Associate Director at Perrotin New York. *“Hildebrandt’s latest works turn pre-recorded audio and video into sculptural reflections on collective memory—think cassette spines, twisted vinyl, and digital collage, all pulsing with a sense of cinematic nostalgia.”*



Perrotin at The Aspen Art Fair 2025 at the Hotel Jerome, photo by Zach Hilty/BFA.com

First-time exhibitor **Ippodo Gallery** reported 30 total sales exceeding \$400,000 over the course of the fair, marking a standout debut. The gallery presented a refined selection of contemporary and traditional Japanese art, including ceramics, lacquerware, sculpture, painting, and

photography. Sales highlights included multiple paintings by **Masaaki Miyasako**, which collectively sold in excess of \$150,000. The gallery's successful debut reflects a growing collector appetite for masterfully crafted Japanese art and design.



Ippodo Gallery at The Aspen Art Fair 2025 at the Hotel Jerome, photo by Zach Hilty/BFA.com

RYAN LEE Gallery sold six works by **Masako Miki**, the recipient of the fair's 2024 Anderson Ranch Arts Center Visiting Artist Prize, while **PATRON** sold out its presentation of works by **Lindsay Adams**, including a diptych and a work on paper on opening day. **Ronchini** reported notable sales, including a painting by **Paul Jenkins** for \$95,000 and additional works by **Rebecca Ward** and **Gianpietro Carlesso**. **Megan Mulrooney** placed works by emerging artists **Kate Turpin**, **Piper Bangs**, and **Ethan Cook**. **Praise Shadows** reported sales of *Mirror 6 (Golden Oval)* by **Yuri Shimojo** and two dipped photo clusters by **Oliver Jeffers**. **Cromwell Art** sold several ceramic works including pieces by **Megan Barnes**, **Sachi Moscovitz**, and **Adam Miller**. **Friedrichs Pontone Gallery** sold out the lightbox sculptural works by South Korean artist **Hwang Seontae**. **The Spaceless Gallery** sold 37 artworks totaling \$265,000, with the majority of sales featuring works by **Lara Porzak**, the main artist presented in their booth. Denver-based **K Contemporary** reported five sales and Aspen's **Hexton Gallery** sold out its presentation of paintings by **Andy Millner**, recipient of the fair's 2024 Buckhorn Public Arts / DanceAspen Set Design Award, sold two paintings by **Evan Hecox**, and sold a major **Marcos Acosta** canvas. Finally, **TASCHEN** saw strong interest in its collectible offerings, including multiple *Dali Baby Sumo* books and a framed **Keith Haring** print by **Annie Leibovitz**.



Cromwell Art at The Aspen Art Fair 2025 at the Hotel Jerome, photo by Zach Hilty/BFA.com

The Aspen Art Fair named the 2025 recipients of its expanded Art Prize Program, developed in partnership with Anderson Ranch Arts Center, Buckhorn Public Arts / DanceAspen, The Pardon Collection, and the Mack Art Foundation, reaffirming its commitment to supporting visionary artists and their practices. This year's honorees include **Bethany Collins** (PATRON) and **Ana González** (Sean Kelly), each awarded the 2025 Anderson Ranch Visiting Artist Prize; **Piper Bangs** (Megan Mulrooney), recipient of the 2026 Mack Art Foundation Artist-in-Residency Prize; **Caroline Kent** (PATRON), honored with the 2025 Pardon Prize; and **James Surls**, recognized with the Buckhorn Public Arts Award.

The Aspen Art Fair 2025 exhibitors included:

193 Gallery (Paris, France; Venice, Italy; Saint-Tropez, France)
Alexandre Gallery (New York, NY)
Anat Ebgi Gallery (New York, NY; Los Angeles, CA)
Anderson Ranch Arts Center (Aspen, CO)
Cadogan Gallery (London, UK; Milan, Italy)
Carlye Packer (Los Angeles, CA)
Casterline | Goodman Gallery (Aspen, CO; Santa Fe, NM)
Charlie James Gallery (Los Angeles, CA)
Cromwell Art (New York, NY)
El Apartamento (Havana, Cuba; Madrid, Spain)
Fernberger Gallery (Los Angeles, CA)
Friedrichs Pontone (New York, NY)

Galerie Gmurzynska (New York, NY; Zürich, Switzerland)
Galerie Maximilian (Aspen, CO)
Galleri Urbane (Dallas, TX)
Harper's Gallery (New York, NY; East Hampton, NY)
Harvey Preston Gallery (Aspen, CO)
Hexton Gallery (Aspen, CO)
Ippodo Gallery (New York, NY; Tokyo, Japan)
IRL Gallery (New York, NY)
James Barron Art (Kent, CT)
K Contemporary (Denver, CO)
La Loma (Los Angeles, CA)
Luce Gallery (Torino, Italy)

Marianne Boesky Gallery (New York, NY; Aspen, CO)
Megan Mulrooney (Los Angeles, CA)
Miles McEnery (New York, NY)
Nancy Hoffman Gallery (New York, NY)
Palo Gallery (New York, NY)
PATRON (Chicago, IL)
Perrotin (New York, NY; Los Angeles, CA; Paris, France; London, UK; Dubai, UAE; Seoul, Korea; Shanghai, China; Hong Kong, China; and Tokyo, Japan)
Praise Shadows (Brookline, MA)
Ronchini (London, UK)
RYAN LEE (New York, NY)
Sean Kelly (New York, NY; Los Angeles, CA)

Secci (Milan and Pietrasanta, Italy)
Skye Gallery (Aspen, CO. and New York, NY)
Southern Guild (Cape Town, South Africa; Los Angeles, CA)
TASCHEN (Beverly Hills, CA; Hollywood, CA; Miami, FL; Milan, Italy; Berlin, Germany; Brussels, Belgium; Cologne, Germany; Hong Kong, Tokyo; London, UK; Madrid, Spain; Paris, France)
Timothy Yarger Fine Art (Los Angeles, CA)
The Sunday Painter (London, UK)
The Spaceless Gallery (Paris, France)
Tristan Hoare (London, UK)
Vielmetter Los Angeles (Los Angeles, CA)

Cultural Partners: Anderson Ranch Arts Center, Aspen Art Museum, Aspen Chamber Resort Association, Aspen Film, Biennial of the Americas, Buckhorn Public Arts, DanceAspen, Mack Art Foundation, Resnick Center for Herbert Bayer Studies.

Sponsors: Bank of America, Buccellati, CCY Architects, Christie's, Cohart, Dry Farm Wines, East West Bank, MTArt Agency, Pardon, Private Client Select, Singular Archive, Sotheby's International Realty, The Fine Art Group, and WTW | Willis.

Media Partners: Apollo, Art & Object, Artnet, Aspen Daily News, California Home + Design, Canvas, *CULTURED* Magazine, *frieze* magazine, Galerie, and The Baer Faxt.

About The Aspen Art Fair

The Aspen Art Fair, the art, design, luxury, travel, and hospitality takeover set against Aspen's stunning backdrop returned to the historic Hotel Jerome from July 29-August 2, 2025 kicking off Aspen Art Week.

Its second edition brought together international exhibitors and specially-curated projects with a global network of art dealers, collectors, and enthusiasts for a boutique and bespoke fair experience that sets itself apart at a MICHELIN Key-rated hotel – the landmark, Hotel Jerome, one of the most outstanding hotels in the U.S. The fair is committed to creating a dynamic and engaging environment with international and local representation, and to contributing to the cultural fabric and relevance of the city and its community with year-round, cross-disciplinary programming in partnership with Aspen's world class organizations.

The Aspen Art Fair is co-founded by fair director Becca Hoffman – also the founder of arts organization 74th Arts, which includes the fair as part of a larger global series of nomadic pop up art, design, lifestyle and cultural convenings in key cities around the world, and Bob Chase of Aspen's Hexton Gallery.

Website

www.aspenartfair.org

www.74tharts.com

Social Media

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