

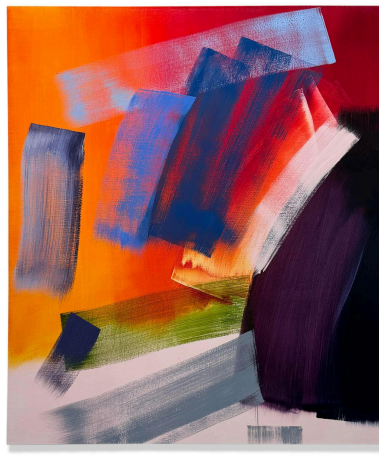
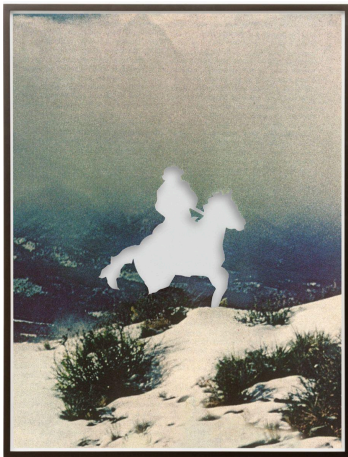
THE ASPEN ART FAIR

at the historic
Hotel Jerome

FOR IMMEDIATE RELEASE

**The Aspen Art Fair 2025
unveils a vibrant program of art and cultural events at the Historic Hotel Jerome, Aspen**

**Artist conversations, collectors' home tours, and cultural and community events
add to the art and alpine allure of Aspen Week**



L to R: Jose Dávila, *Untitled (Cowboy)*, 2024, Courtesy of Jose Dávila and Sean Kelly Gallery; Elise Ansel, *Splintered Sunlight III*, 2025 Oil on linen 60 x 52 inches 152.4 x 132.1 cm, Courtesy of the artist and Miles McEnery; Andy Millner, *The Time Birds Awaken*, 2025, Pigment ink drawing on mulberry paper, 72 x 65 in 182.9 x 165.1 cm, courtesy of Hexton Gallery

**Opening VIP Reception: Tuesday, July 29, 2025
3:00pm – 5:00 pm**

Tickets and information [here](#)

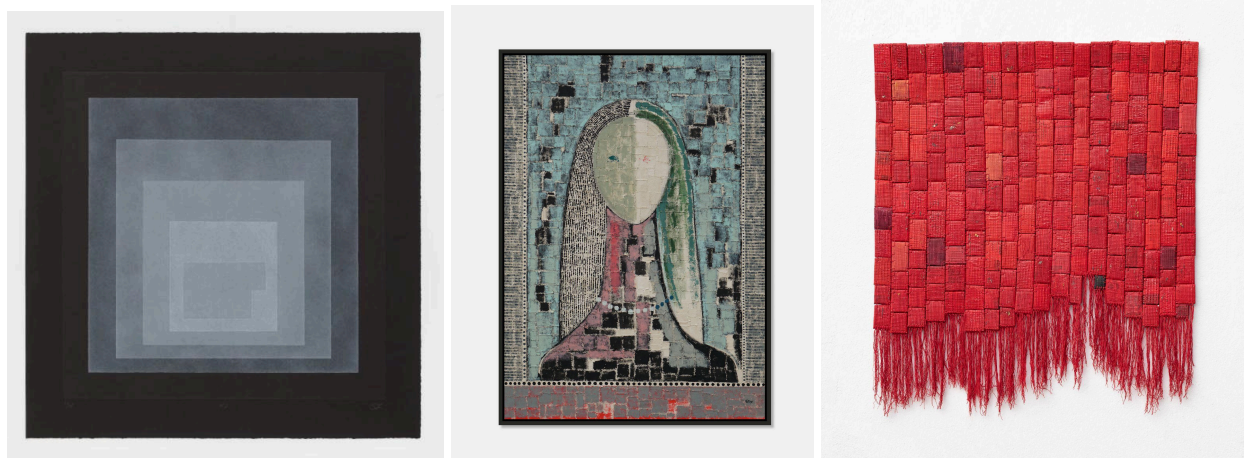
Fair open to public July 29 - August 2, 2025

(Aspen, CO.) – [The Aspen Art Fair](#), the international contemporary art fair and cultural takeover, returns to the historic Hotel Jerome for its second edition from July 29 to August 2, 2025, marking the official launch of Aspen Art Week. This year's edition will feature more than 44 exhibitors from over 15 countries, alongside specially curated projects,

conversations, and cultural programming set against the iconic backdrop of Aspen.

Building on the success of its inaugural edition, the fair deepens its commitment to Aspen's world-class cultural landscape through new partnerships, cultural programming, and increased exhibitor participation.

Hosted once again at the iconic **Hotel Jerome**—awarded the prestigious MICHELIN Key as one of America's most exceptional hotels—the fair reimagines the traditional art fair format by creating an intimate and immersive experience in hotels rooms and booth spaces as well as private home and collection tours, salon-style conversations, an expanded program of artist prizes and residencies, performances, screenings, and guided hikes, that embrace the creative spirit and natural splendor of Aspen.



L to R: Steve Locke, *Homage To The Auction Block (State II)*, 2022, Aquatint, 22.5 x 22.5 inches, Edition of 15 plus 10 artist's proofs (AP 7/10), Courtesy Anderson Ranch Arts Center; Roberto Diago, *Untitled*, 2025, Mixed media on canvas. 125 x 90 cm. Photo courtesy of El Apartamento; Ange Dakouo, *Ardeur*, 2024, Cardboard, newspapers, cotton thread, acrylics 51.1x45.3in. _130x115cm, courtesy of the artist and Southern Guild.

The fair's six-day cultural program features:

Monday, July 28

11:00 AM – 12:00 PM

Curator-Led Tour of the Aspen Art Museum and ArtCrush Auction Highlights - A guided tour of the Aspen Art Museum featuring highlights from the ArtCrush Auction. Works on view include pieces by Sherrie Levine, Carol Rama, Solange Pessoa, and Anthea Hamilton. Aspen Art Museum 637 E Hyman Ave, Aspen, CO 81611

2:00 PM – 3:00 PM

Aspen Home Tour (#1): Behind-the-Scenes Look at the Personal Art Collection of Ernesto and Cecilia Poma - An exclusive private tour offering a rare glimpse into the personal art collection of Ernesto and Cecilia Poma, featuring works by contemporary and modern masters.

4:30 PM – 5:30 PM

Conversation: Issy Wood and Johanna Fateman – Anderson Ranch Arts Center Summer Series 2025

Schermer Meeting Hall, Anderson Ranch Arts Center

5263 Owl Creek Road, Snowmass Village, CO 81615

[RSVP](#)

6:00 PM – 7:30 PM

Evolving Roles within Art and Film

Panel, Screening, and Preview Dinner presented by MTArt Agency and Jet Aviation.

A special evening exploring the intersection of art and entertainment, featuring a panel discussion with artist Sarah Meyohas, Founder and CEO of MTArt Agency Marine Tanguy, and Executive + Artistic Director at Aspen Film Susan Wrubel, moderated by investor and philanthropist Melony Lewis. The program includes a screening of *Medusa* (2025), the award-winning short film by Meyohas.

Isis Theatre 406 E Hopkins Ave, Aspen, CO 81611

Tuesday, July 29

9:30 AM – 10:30 AM

Denver in Aspen

Presented in collaboration with the Biennial of the Americas, Pardon Collection, K Contemporary, and Hexton Gallery

A preview event highlighting leading voices from Denver's contemporary art scene.

J-Bar at Hotel Jerome 330 E Main St, Aspen, CO 81611

11:00 AM – 3:00 PM

The Aspen Art Fair Collectors' Preview - A private VIP collectors preview of the Aspen Art Fair, presented by the Mack Art Foundation.

Hotel Jerome 330 E Main St, Aspen, CO 81611

(By invitation only)

3:00 PM – 5:00 PM

The Aspen Art Fair VIP Opening Reception

A ticketed VIP reception celebrating the opening of the Aspen Art Fair, presented by Dry Farm Wines and CCY Architects Hotel Jerome 330 E Main St, Aspen, CO 81611

Tickets available [here](#).

Wednesday, July 30

9:30 AM – 10:30 AM

Walk and Talk: The second annual informal morning conversation and walk will be led by collector Barbara Berger and Aspen Art Fair co-founder Becca Hoffman.

11:00 AM – 12:00 PM

Panel Discussion: *Connecting Generations – Families and Collecting*

Presented and moderated by Bank of America Private Bank. A conversation exploring the intergenerational experience of art collecting, featuring Barbara Berger and her son Seth Berger; gallerist Sean Kelly and his son, Thomas Kelly; and The Aspen Art Fair Co-founder Becca Hoffman with her mother, gallerist Nancy Hoffman.

Hotel Jerome, Wheeler Room - 330 E Main St, Aspen, CO 81611

12:30 PM – 2:00 PM

Drop-In: *Grounded in Protection, Rooted in Risk Management*

Presented by Private Client Select and WTW | Willis.

An informal session on art insurance and risk management featuring Muys Snijders, Head of Art Services at Private Client Select, and Kristina Marcigliano, WTW | Willis, Fine Art & Specie Insurance Broker; Loss Control Expert.

Felix Roasting Co. at Hotel Jerome - 330 E Main St, Aspen, CO 81611

2:00 - 3:00 PM

VIP Tour: The Resnick Center for Herbert Bayer Studies

A private tour of the current exhibition, *Sculpting the Environment*, will highlight Herbert Bayer's relationship with the landscape and his particular fondness for Aspen, where he was given free rein to sculpt the Aspen Meadows into a *gesamtkunstwerk*, or total work of art.

The Resnick Center for Herbert Bayer Studies - 610 Gillespie Ave, Aspen, CO 81611

2:00 PM – 3:00 PM

Panel: *A Collector's Point of View: Curated Approaches in a Contemporary World*

A dynamic conversation about the motivations, strategies, and personal philosophies behind the collections of Nancy Magoon, Sharon Hoffman, and Christine Mack. Moderated by Muys Snijders, Head of Art Services at Private Client Select, the discussion will offer unique insights into the art of collecting in the contemporary landscape.

Hotel Jerome, Wheeler Room - 330 E Main St, Aspen, CO 81611

Thursday, July 31

8:30 AM – 9:30 AM

The Fine Art Group's Second Annual Women's Walk and Talk - A guided walk and conversation led by Anita Heriot, President of The Fine Art Group, and Becca Hoffman,

Co-founder of Aspen Art Fair, celebrating women's voices in the arts.
J-Bar at Hotel Jerome - 330 E Main St, Aspen, CO 81611

10:00 AM

Aspen Home Tour (#2): Private Home Tour with Rona and Jeff Citrin

An intimate tour of Rona and Jeffrey Citrin's Aspen residence, featuring their personal art collection displayed throughout the architecturally-significant home.

11:00 AM - 12:30 PM

Pouring Over Your Insurance Policy Options. Brew up some questions and we will help you find the answers. Join Kristina Marcigliano, Associate Director of the Willis Fine Art team and Muys Snijders, Head of Art Services at Private Client Select, to review your insurance coverage and guarantee that your assets are fully protected. For collectors, gallerists, and museums on a drop-in basis. Coffee and pastries on us!

Felix Roasting Co. at the Hotel Jerome

11:30 AM

Catherine Opie Studio Visit at Anderson Ranch

An exclusive studio visit with renowned artist Catherine Opie at Anderson Ranch Arts Center, offering insight into her practice and current work.

Anderson Ranch Arts Center - 5263 Owl Creek Rd, Snowmass Village, CO 81615

Friday, August 1

10:00 AM - 11:00 AM

Aspen Home Tour (#3): CCY Architects Private Tour – Victorian Music Box

A private tour of the Victorian Music Box, a residence that seamlessly blends historic architecture with contemporary design, located in a historic Aspen neighborhood. Presented by CCY Architects and hosted by Marsha and David Dowler.

11:00 AM – 12:00 PM

Red Brick Gallery Exhibition and Artist Studio Tour

The Aspen Art Fair co-founders Becca Hoffman and Bob Chase present a curated selection for the *2025 Colorado Juried* exhibition at the Red Brick Center for the Arts. The show highlights contemporary Colorado artists and showcases the depth and diversity of the state's creative voices.

Red Brick Center for the Arts - 110 E Hallam St #120, Aspen, CO 81611

12:30 PM

The Artist, The Advisor, and The Collector in Dialogue

Join renowned artist Mickalene Thomas, distinguished collector Darlene Pérez, and trusted advisor Anita Heriot for an engaging conversation at the cross-section of creativity, stewardship, and strategy within today's dynamic and at times, opaque art ecosystem. Together, they will

explore the unique roles artists, collectors, and advisors play in shaping the cultural landscape—with a particular emphasis on advancing and sustaining the visibility and success of women in the arts. Moderated by Anita Heriot, President of The Fine Art Group

A dynamic conversation between artist Mickalene Thomas and collector Darlene Perez, exploring art, identity, and collecting.

Casa Tua - 403 S Galena St, Aspen, CO 81611

Saturday, August 2

11:00 AM – 1:00 PM

The Aspen Art Fair: Closing Brunch

Join us for a delightful gathering on the scenic rooftop of the Aspen Art Museum as we celebrate the conclusion of The Aspen Art Fair and a last chance to place your final bids before the ArtCrush Online Auction closes at 12pm!

Aspen Art Museum Rooftop - 637 E Hyman Ave, Aspen, CO 81611

Forty-four exhibitors from around the world will present a variety of works including painting, sculpture, photography, installation, and functional design, representing a dynamic cross-section of contemporary art. Among the in-room installations, ***A (Hotel) Room of One's Own***, curated by **Wendy Cromwell**, founder of Cromwell Art LLC, is inspired by *Virginia Woolf's* seminal essay of the same title and **Miranda July's** *All Fours*. The exhibition transforms a hotel room into an intimate sanctuary, imagined for a creative, independent woman of a certain age. Featuring tactile, joyful, and hand-crafted works across art, design, and ceramics, the presentation includes new commissions and notable works by **Meegan Barnes, Julia Bland, Skuja Braden, Meg Callahan, Dan John Anderson, Corydon Cowansage, Rob Davis, Al Freeman, Karin Gulbran, Ashley Hicks, Max Lamb, Jim Mangan, Jo Messer, Adam Miller, Sachi Moskowitz, Jolie Ngo, Ruby Neri, Nancy Pearce, and Katie Stout**. United by themes of materiality, memory, and personal expression, the room becomes a portrait of its fictional occupant—her tastes, stories, and inner world.



L to R: Math Bass, *Eye Level*, 2024, Oil on linen, 52 x 50 [HxW] (132.08 x 127 cm), photo by Jeff McLane, courtesy of the artist and Vielmetter Los Angeles; Beverly Pepper, *Curved Presence* (large scale version), courtesy of James Barron Art; Ghada Amer, *GIRLS*

IN THE WIND, 2025, Signed and dated in graphite (right side)_ Ghada Amer RFGA 2025, Acrylic, embroidery and gel medium on canvas, 55.9 x 46.4 cm, courtesy of the artist and Marianne Boesky Gallery, New York and Aspen

Exhibitors include:

I93 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 Maximillian (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)*

*new exhibitor for 2025 edition

The Aspen Art Fair 2025 cultural partnerships include an **Art Prize Program** celebrating innovation and impact in contemporary art. **Anderson Ranch** will award a one-week Visiting Artist Residency to a standout artist from the fair, joining a legacy that includes Julie Mehretu, Catherine Opie, and Theaster Gates. **Buckhorn Public Arts** will offer a commissioned public art project in connection with **DanceAspen**. **The Mack Art Foundation** introduces its Residency Prize, awarding one artist a four-week residency in New York and another an acquisition prize. The **Pardon Foundation**, established by Nicholas Pardon, offers an acquisition award to an artist redefining the future of contemporary art. **The Resnick Center for Herbert Bayer Studies** will also mark its first official in-town Aspen presence through a special partnership with the Aspen Art Fair, highlighting the legacy and influence of Herbert Bayer and ensuring the Center's important voice is part of this new cultural dialogue.



Meegan Barnes, *The Original Lift 1*, 2025, glazed ceramic stoneware and electrical wire, 17.5 x 21 x 16 inches, courtesy of the artist

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, MArt Agency, Pardon, Private Client Select, 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.

For more information and the latest updates, please visit: <https://www.aspenartfair.org>

About The Aspen Art Fair

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

Its second edition brings 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.

Becca Hoffman

Becca Hoffman, The Aspen Art Fair Co-founder and Director is a veteran art world professional with a decade of running art galleries and a dozen years of art fair leadership. 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 74th Arts, 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, including pop-up exhibitions, conversations, unique activations, community engagement events. She lives in New York City and Antibes, France.

Bob Chase

Bob Chase, The Aspen Art Fair Co-founder is owner of Aspen's Hexton Gallery and has been an Aspen resident for the past 15 years and an art dealer since 1995. Chase is involved locally across many of Aspen's cultural organizations and is a National Council Member at both the Aspen Art Museum and Anderson Ranch Arts Center.

The Aspen Art Fair

Location

[Hotel Jerome](#), 330 E Main St, Aspen, CO 81611

Fair Hours

Opening Reception, Tuesday, July 29, 2025, 3-5pm

Wednesday, July 30, 2025, 12pm - 6pm

Thursday, July 31, 2025, 12pm - 6pm

Friday, August 1, 2025, 12pm - 6pm

Saturday, August 2, 2025, 11am - 4pm

Tickets

[VIP | \\$200](#)

[Run of Show \(Tues – Fri\) 4-day pass | \\$100](#)

[Day Pass | \\$35](#)

Website

www.aspenartfair.org

www.74tharts.com

Social Media

Instagram: [@aspenartfair_org](#)

Instagram: [@74tharts](#)

Instagram: [@hoteljeromeauberge](#)

[#theaspenartfair](#)

The Aspen Art Fair Press Office

Lyn Winter, Inc. - aspenartfair@lynwinter.com

[DOWNLOAD PRESS KIT AND IMAGES HERE](#)

Press Accreditation

Please submit requests for accreditation by no later than July 25, 2025 to:

Isabelle Alfonso | aspenartfair@lynwinter.com

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