

THE ASPEN ART FAIR

at the historic
Hotel Jerome

FOR IMMEDIATE RELEASE

The Aspen Art Fair at Historic Hotel Jerome Unveils Artist Residencies, Prizes, and Curated Programming

A Groundbreaking Art, Design, and Luxury Experience
from July 29 – August 2, 2024, Elevating Aspen Art Week



Left to right: ARNOLD, Annie Leibovitz Art Edition. Courtesy of TASCHEN;
Zanele Muholi, *Bester I*, New York, 2019, courtesy Southern Guild.

Opening Night Preview and Reception
Monday, July 29, 2024, 6–9pm.
Purchase Tickets and information [here](#)

(Aspen, CO.) July 22, 2024 – The [Aspen Art Fair](#) announced today an extensive lineup of indoor and outdoor programming, setting the stage for Aspen Art Week. Events will include artist residencies and prizes, curated projects, a salon-style speaker series, cocktail receptions and dinners at the historic [Hotel Jerome](#), recently honored with a prestigious MICHELIN Key as one of the most outstanding hotels in the U.S. Additionally, exclusive home tours, screenings, and guided hikes will showcase the region's natural beauty. This new fair aims to unite a global network of art dealers, collectors, artists, and enthusiasts, featuring over thirty international exhibitors in an intimate, social setting against the stunning backdrop of Aspen.

“We are thrilled to bring together such a diverse and dynamic community of art lovers and professionals in Aspen,” said The Aspen Art Fair Co-Founder and Director and Founder of 74tharts Becca Hoffman. “Our goal is to create a unique experience that celebrates both contemporary art and the breathtaking natural beauty of the region. We believe this event will not only enrich the cultural landscape of Aspen but also foster meaningful connections within the global art community.”

Artist Residencies

Evan Hecox

Evan Hecox, a Colorado-based artist known for his multidisciplinary approach, draws inspiration from his life experiences, memories, and travels. His work spans drawing, painting, printmaking, and woodworking. As the artist-in-residence at Hotel Jerome during the Aspen Art Fair, Hecox returns to a place deeply rooted in his family history. He plans to work on pieces that capture the spirit of the area and the greater Southwest, including abstract flag works and linocut prints honoring the Center Of The Eye, a 1960s experimental photography workshop at the Jerome. His studio will emulate his Denver workspace, inviting visitors to experience his creative process. Hecox is appearing courtesy of Hexton Gallery, Aspen.



Left to right: Evan Hecox, *Along Ajax Trail (Yellow Wildflower)*, 2023, Acrylic on panel 60 x 48 in, courtesy Hexton Gallery; Evan Hecox, *Celestial Road / Door of the Cosmos*, 2024, Acrylic and vintage newspaper on panel, 42 x 42 in, courtesy Hexton Gallery.

Crystalle Lacouture

American artist Crystalle Lacouture will present *House Jewelry*, inspired by Aspen's history and Hotel Jerome's connection to the 19th-century Colorado Silver Boom. This site-specific installation features multi-strand pieces made of wood and silver metal, evoking Aspen trees and the Silver Boom. The cascading strands, designed for viewer interaction, offer a sensory experience with beads and bells. Incorporating secret coded messages using Baudot Code, one of the earliest codes used in wireless telegraphy, the artwork symbolizes protection and adornment. Additionally, Hotel Jerome's haunted history adds a playful element, making the installation a potential charm against mischievous spirits. Lacouture is represented by Praise Shadows Art Gallery.



Crystalle Lacouture, *Epistle*, 2023, at Praise Shadows Art Gallery, photo by Dan Watkins.

Zanele Muholi

South African artist and visual activist Zanele Muholi, known for their nomadic approach, often creates work in response to their immediate environment while traveling. Their iconic *Somnyama Ngonyama (Hail the Dark Lioness)* series features self-portraits produced alone in hotel rooms, with hairstyles, costumes, and sets created ad-hoc from available objects and materials. These works document and envision self-embodiment, existing through the immediacy of the medium. What Muholi produces in Aspen will depend on their interactions with the local art community, their response to the natural landscape, and their first-hand experiences. Their practice continues wherever they are, frequently addressing issues faced by the queer community in that locale. Muholi's presence at the fair will include three photographic works at [Southern Guild gallery's](#) booth, participation in a panel with South African artist Billie Zangewa at The Little Nell Hotel, and attendance at the ArtCrush Summer Gala and auction on August 2, where they will donate a work to support the Aspen Art Museum's programs. Concurrently, Muholi's work is on view at Tate Modern in London, SFMOMA in San Francisco, and Southern Guild Los Angeles.

The Aspen Art Fair Art Prize Program

Artist Prizes and Commissions Awarded by Anderson Ranch Arts Center, the Pardon Collection, and BuckHorn Public Arts

As part of a cultural partnership, [Anderson Ranch Arts Center](#), which will be showing prints at the fair from its acclaimed editions program by recent notable visiting artists, will award the **Anderson Ranch Guest Artist Prize** to one outstanding artist from the fair. Selected by a special committee, the winner will enjoy a one-week residency at the Ranch, gaining access to studios across various disciplines. This prize continues the legacy of notable visiting artists such as Catherine Opie, Theaster Gates, Julie Mehretu, Mikalene Thomas, Tom Sachs, Kenny Scharf, Ed Ruscha among others.

[The Pardon Collection](#), which has a large assemblage of more than a thousand contemporary collage, boundary-pushing digital works, and artifacts from commissioned artist projects, will award a **\$10,000 acquisition prize** to one artist exhibiting at the Aspen Art Fair. Each year,

Pardon hosts major exhibitions in Denver at its gallery space The Vault and runs an exhibition and residency program in Newport Beach, CA.

[Buckhorn Public Arts](#), a 501(c)(3) organization that was founded to Make Art Happen in Aspen and the Roaring Fork Valley, will select and commission one artist to make a public art project in Aspen. The organization connects individuals, private institutions, local governments, and donors to support large-scale public art projects.

Curated Projects



Adam Stamp, *The Collector*, 2024, courtesy Carlye Packer.

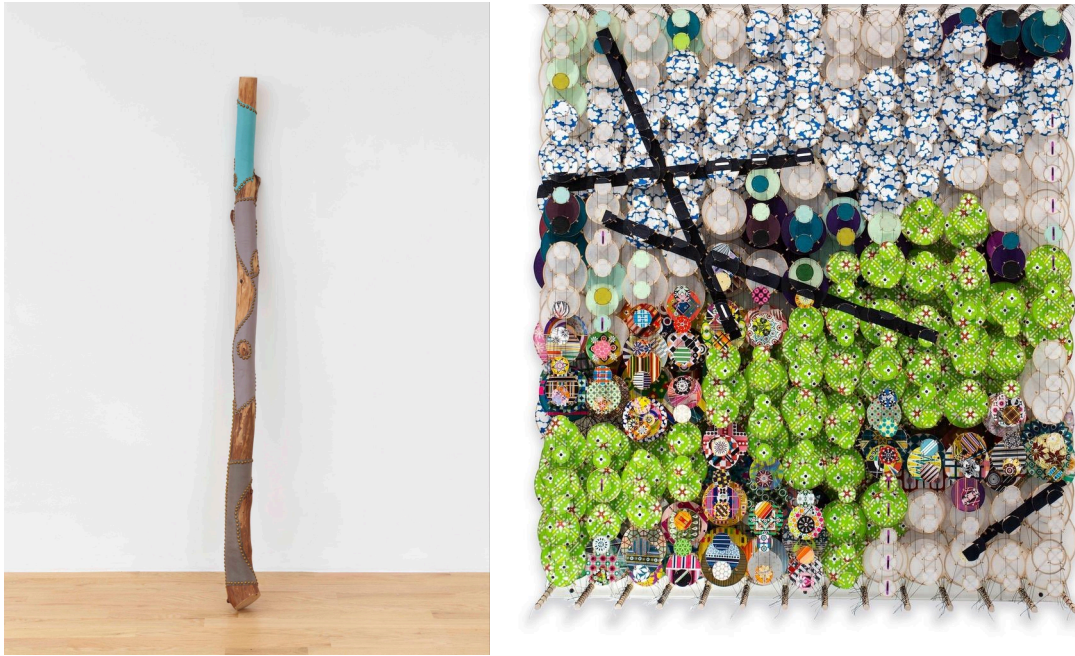
Adam Stamp's Aspen Poodle Scavenger Hunt: Emphasizing Social Connections

Adam Stamp's Aspen Poodle Scavenger Hunt highlights social connections through his unique poodle artwork. Inspired by the Faustian stories where Mephistopheles appears with a poodle, Stamp's work blends cuteness and subversion, akin to the queer art collective [General Idea](#). His poodles, initially drawn as abstract forms, have evolved to explore themes of class, with each character representing privilege or aspiration. During Aspen Art Week 2024, his poodle works will be displayed at the Aspen Art Fair at Hotel Jerome, featured in the Aspen Art Museum's Art Crush auction, and showcased in various venues across town. Stamp's practice, which spans sculpture, drawing, texts, and curation, combines comedy and disaster to reflect on contemporary issues like loneliness, queerness, and toxic masculinity. Based between Los Angeles and London, Stamp continues to create pieces that are moving, humorous, and socially aware.

Outsider Art from The Jimmy Hedges Collection of Outsider Art

A selection of rare outsider art works by Hawkins Bolden, Lonnie Holley, Purvis Young from [The Jimmy Hedges Collection](#) of Outsider Art will be presented. The collection was inherited in 2014 by Jim Hedges (James R. Hedges IV) from his father, an artist, who owned a gallery called Rising Fawn Folk Art on his farm in northern Georgia and became a leading collector and advocate of self-taught art, particularly by African American artists from the South. Jimmy Hedges was an active presence at The Outsider Art Fair and Hoffman was instrumental in

rebranding and upgrading in New York and Paris from 2012 to 2020. Jim has maintained the collection, making significant donations to institutions such as LACMA and donated his father's archival materials comprising more than 2400 pieces, to the Smithsonian's Archive of American Art. The Jimmy Hedges Papers on Outsider Art now forms the world's largest collection of research materials on outsider artists in the US.



Left: Jean Shin, *S.O.S. #3*, 2021, courtesy of Praise Shadows Art Gallery; Right: Jacob Hashimoto, *This Earthbound Mortal*, 2024, acrylic, bamboo, paper, wood, and Dacron, 54 x 47 inches, courtesy of the artist and Miles McEnery Gallery, New York, NY.

Conversation, Tours, Screenings, and Women-Led Art Hikes

A series of engaging panels and discussions, tours and roundtables and artist film screenings will take place throughout the five-day fair at the Hotel Jerome, around town and at partner organizations. Highlights include:

Monday, July 29

Join us at **11AM** for a tour of the Aspen Art Museum with **curator Simone Krug**.

Experience an engaging discussion between acclaimed artists **Zanele Muholi** and **Billie Zangewa**, moderated by **Peter Waanders**, President & CEO of Anderson Ranch Arts Center, from **3:30 - 5PM** at the **Little Nell**. This exclusive event will feature a curated selection of South African wines.

Tuesday, July 30

The Artist Profile Archive Short Film Premier Screening and Panel Discussion from 3:30 - 5PM with **Alexandra Grant** and **Billie Zangewa**, moderated by **Sophie Chahinian**, Founder of The Artist Profile Archive, hosted in conjunction with Aspen Film at the ISIS theater.

Wednesday, July 31

Join **Josh Baer**, founder and CEO of *The Baer Faxt*, with **Marcus Brauchli** journalist, media investor, and former executive editor of *The Washington Post*, as he "grills" renowned art expert Baer on the art world and the art market from **5:30-7PM** at Felix Roasting Co @ The Hotel Jerome.

Also on **July 31**, from **4:30 - 6:30PM**, attend "**Elevating Hospitality: Community | Art | Design**," a panel discussion featuring CCY Architects partner **John Cottle**, Post Company partner **Jou-Yie Chou**, and MOLLIE Aspen leadership **Michael Brown**. The discussion will be moderated by **William Logan**, Editor of Modern In Denver magazine, with a Q&A session presented by **Will McCullough** of Sotheby's International Realty.

From **6:30 - 7:30PM** there will be **Ballet** in Paepcke Park with **Dance Aspen** and **Buckhorn Arts**.

Thursday, August 1

From 5 PM - 7PM, join **Collectibles and Cocktails Conversation** with Oliver Smith Jeweler and Private Client Select and Bank of America, followed by a **Soho House** after party.

Friday, August 2

At **1PM**, join us for a tour of the **Bayer Center** with **Director Lissa Ballinger**.

At **4PM**, **TASCHEN** and **Hotel Jerome** invite you to a special book event with the renowned architect Shigeru Ban, celebrating his new monograph, **Complete Works 1985 – Today**. As the Aspen Art Fair concludes, join us to explore the altruistic practice and architectural wonders of Shigeru Ban, the esteemed Pritzker Prize winner recognized for his innovative design of the Aspen Art Museum and Cast Iron House, among others.

Hiking: Taking advantage of Aspen's stunning outdoor landscapes, prominent women in the art world will take to the mountains leading hikes with artists, curators, collectors, and guests. The week will kick off with a hike on **Monday, July 29**, featuring art advisor and President of The Fine Art Group, Americas, **Anita Heriot**, and curator **Laura Smith Sweeney**. It will cap off with the **Women Walking and Talking Closing Hike and Breakfast** with patron and philanthropist **Barbara Berger** on **Friday, August 2**. Fair co-founder and director **Becca Hoffman** will also participate throughout the week.

As a partner to the fair and its social calendar, **Soho House** will host a special VIP lounge at the Hotel Jerome as well as a series of dedicated after-party events.

At the Aspen Art Fair, **Taschen** will showcase an exquisite collection of select art books and items that highlight the works of some of the most renowned contemporary artists. The booth will feature the captivating Annie Leibovitz Art Editions, offering an intimate look into the photographer's iconic career. Visitors can also explore Ai Weiwei's **Zodiac Charms**, a unique set reflecting the artist's profound cultural insights. Additionally, **the ARNOLD**. Annie Leibovitz

Art Edition provides a deeper dive into her artistic journey, while the monumental David Hockney **SUMO** stands as a testament to the vivid and innovative world of Hockney's art. This presentation promises to be a visual feast for art enthusiasts and collectors alike.

International exhibitors from more than 12 countries will feature work by more than 90 artists in a variety of media including painting, photography, works on paper, sculpture, installation, art books and functional design - they include:

Carlye Packer (Los Angeles, CA)

Casterline | Goodman Gallery (Aspen, CO and Santa Fe, NM)

El Apartamento (Havana, Cuba; Madrid, Spain)

Galerie Gmurzynska (Zürich, Switzerland)

Galerie Maximilian (Aspen, CO)

Hedges Projects (Los Angeles, CA)

Hexton Gallery (Aspen, CO)

James Barron Art (Kent, CT)

K Contemporary (Denver, CO)

Miles McEnery Gallery (New York, NY)

Nancy Hoffman Gallery (New York, NY)

PATRON (Chicago, IL)

Perrotin (Hong Kong, China; New York, NY; Los Angeles, CA; Paris, France; Seoul, Korea; Shanghai, China, and Tokyo, Japan)

Praise Shadows Art Gallery (Brookline, MA)

Ronchini (London, UK)

Rusha & Co. (Los Angeles, CA)

RYAN LEE (New York, NY)

Secci (Florence, Milan, and Pietrasanta, Italy)

Southern Guild (Cape Town, South Africa and Los Angeles, CA)

TASCHEN

Timothy Yarger Fine Art (Los Angeles, CA)



Robert Indiana, *New Glory Banner*, 1963, Courtesy Galerie Gmurzynska

Cultural Alliances:

Anderson Ranch Arts Center
Aspen Film
Aspen Chamber Resort Association
Aspen Art Museum
Buckhorn Public Arts
The Artist Profile Archive
The Resnick Center for Herbert Bayer Studies

Sponsors/Partners:

Arhaus Furniture
Christie's
Dry Farm Wines
CCY Architects
LSS Art Advisory
Oliver Smith Jeweler
Pardon Collection
Private Client Select
Soho House
Sotheby's Aspen Real Estate
The Baer Faxt
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Media Partners:

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The Aspen Art Fair is co-founded and directed by Becca Hoffman – also the founder of the new women-led, cultural organization 74tharts, 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 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, including pop-up exhibitions, conversations, unique activations, community engagement events, and beyond. 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, Monday, July 29, 2024, 6-9pm

Tuesday, July 30, 2024, 11am-5pm

Wednesday, July 31, 2024, 11am-5pm

Thursday, August 1, 2024, 11am-5pm

Friday, August 2, 2024, 11am-4pm

Tickets

VIP | \$100

Day Pass | \$30

Run of Show (Tues – Fri) 4–day pass | \$90

Website

www.aspenartfair.org

www.74tharts.com

Social Media

Instagram: [@aspenartfair_org](#)

Instagram: [@74tharts](#)

Instagram: [@hoteljeromeauberge](#)

[#theaspenartfair](#)

The Aspen Art Fair Press Office

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Press Accreditation

Please submit requests for accreditation by no later than July 26, 2024 to:

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