

# THE ASPEN ART FAIR

at the historic  
Hotel Jerome

FOR IMMEDIATE RELEASE

**The Aspen Art Fair at Hotel Jerome drew more than 3,000 collectors, art lovers, visitors and members of the Aspen community to its inaugural edition**

Impressive sales success highlights works by renowned and notable international artists **Fernando Botero, Roberto Diago, Jody Guralnick, Jacob Hashimoto, Alex Katz, Wifredo Lam, Tanya Ling, Zanele Muholi, Beverly Pepper, Carlos Rolón, Kikuo Saito, Wayne Thiebaud, Mickalene Thomas, and more**

Winners of the fair's **Art Prize Program** announced:

**Bethany Collins** (PATRON) awarded **The Pardon Prize**

**Masako Miki** (RYAN LEE Gallery) awarded **The Anderson Ranch Visiting Artist Prize**

**Andy Millner** (Hexton Gallery) awarded **The Buckhorn Public Arts / Dance Aspen Artist Set Design Award**



L to R: Visitors attend the The Aspen Art Fair; The Aspen Art Fair Co-founders Becca Hoffman and Bob Chase at the The Aspen Art Fair Opening Preview and Reception at the Hotel Jerome, photos by Zach Hilty/BFA

(Aspen, CO.) August 7, 2024 –The inaugural edition of The Aspen Art Fair has concluded with remarkable success, attracting an enthusiastic and engaged audience. Over the course of four days from July 29 – August 2, 2024, more than 3,000 collectors, connoisseurs and art lovers from around the world gathered at the historic Hotel Jerome to experience a curated selection of

contemporary art and design presented in an intimate boutique setting of booths and hotel rooms. The fair's robust, cultural takeover included artist talks, panels, screenings, women-led hikes and early morning cold plunges that added to the allure of this year's Aspen Art Week. The fair boasted a steady flow of active buying and engaged collectors over the run of the fair and a flurry of sales during the closing hours on Friday.

**Becca Hoffman**, co-founder and director of The Aspen Art Fair said, "The inaugural Aspen Art Fair exceeded all our expectations. Members of the Aspen art community came out in droves and purchased, demonstrating a vitality, enthusiasm and level of support that is unique to this town. Our partnership with Hotel Jerome was nothing short of exceptional; their team went above and beyond to ensure the success of the event. The atmosphere among the dealers was remarkable, marked by a collegial and collaborative environment that made the fair an unforgettable experience for everyone involved."

### **Sales Highlights**

Prominent international and local galleries from more than 12 countries presented work by more than 90 international and local established and emerging artists, representing a diverse range of styles and backgrounds. Highlights of notable sales across a variety of media including painting, photography, works on paper, sculpture, installation, art books and functional design, include:

**El Apartamento** reported notable sales, including works by Roberto Diago. **Galerie Gmurzynska** had a successful showing, selling four works by Wifredo Lam and a large-scale piece by **Marjorie Strider**. **Mathias Rastorfer**, CEO and co-owner remarked, "We returned to Aspen for the fourth summer in a row, captivated by the unique combination of connoisseurship in a relaxed atmosphere. The new Aspen Art Fair boutique concept aligns perfectly with our long-standing approach to placing art since 1965. Set in the historic Hotel Jerome, our selection of 20th-century works garnered strong interest and sales. In recent memory, it's one of the most collegial fairs with colleagues helping each other in a friendly atmosphere."

**Galerie Maximillian** sold several editions including works by **Katherine Bernhardt**, **Chase Hall**, **Rashid Johnson**, three pieces by **Yoshitomo Nara**, and a work by **Mickalene Thomas**, among others. **Albert Sanford**, owner, commented "It was a huge success, and my mind is already buzzing about what Galerie Maximillian will present next year."

**Hexton Gallery** sold out its booth with works by **Marcos Acosta**, **Rachel Garrard**, **Evan Hecox**, Andy Millner, Carlos Rolón, and **Rodrigo Valenzuela**.

**James Barron Art** reported multiple sale and pre-sales, including an early Alex Katz landscape, a Wayne Thiebaud drawing, two Beverly Pepper sculptures, a **Kikuo Saito** painting, two works by **Beverly Buchanan**, three **Francesco Polenghi** paintings, three portraits of **Jean-Michel Basquiat** by **Jeannette Montgomery Barron**, and recent paintings by **Vera Girivi** and **Christina Nicodema**. "Becca Hoffman and Bob Chase knocked it completely out of the park with The Aspen Art Fair. It was a joy to exhibit in such a restrained and luxurious atmosphere in one of the most beautiful places in the world. All my clients loved it, and we will be back next

year to create an even greater impact on the art landscape. It's a perfect art destination," enthused James Barron.

**Miles McEnergy Gallery** sold a notable work by Jacob Hashimoto, while **Nancy Hoffman Gallery** sold an installation comprising multiple works by Aspen-based artist Jody Guralnick. "Aspen has the most art-educated, knowledgeable public, a gift to the dealers in the fair. I can unequivocally say this is the best! Can't wait to return next year," said Nancy Hoffman.

**Ronchini Gallery** sold works by **Alice Baber, Paul Jenkins, Tanya Ling** and **Rebecca Ward** and **RYAN LEE Gallery** sold a c-print by **Martine Gutierrez** and a work on paper by Masako Miki. "We are very pleased to be participating in the inaugural Aspen Art Fair. Becca Hoffman and team have pulled off a success right out of the gate, and we've had a wonderful response to our artists. Aspen's art community is welcoming and engaged. Plus, this is the only fair I know of that invites exhibitors to a 7:30 am daily river plunge before the show begins!" noted **Mary Ryan**, Partner at RYAN LEE Gallery.

**Secci** sold an impressive bronze sculpture by Fernando Botero, while **Southern Guild** sold multiple works by Zanele Muholi, a pair of **Cheick Diallo** leather chairs, and bronze sculptures by **Stanislaw Trzebinski**. "Becca and Bob's efforts to integrate the off-site events with the actual fair days made for a rigorous, authentic immersion in the Aspen art world. The week was an invigorating experience that offered fantastic opportunities to connect with collectors, often while exploring Aspen's extraordinary natural beauty. We sold well, met incredible people and left feeling very energized, said Trevyn McGowan, Southern Guild co-founder.

#### **The Aspen Art Fair Art Prize Program - winning artists announced**

In partnership with Aspen's world-class arts and cultural organizations Anderson Ranch Arts Center, Buckhorn Public Arts and Dance Aspen, and The Pardon Collection, the Aspen Art Fair announced today the winners of its Art Prize Program, reinforcing its commitment to supporting artists and their practice.



L to R: Bethany Collins, courtesy PATRON; Masako Miki, 2021. © Andrew Payter, courtesy of RYAN LEE Gallery, New York; Andy Millner, courtesy Hexton Gallery.

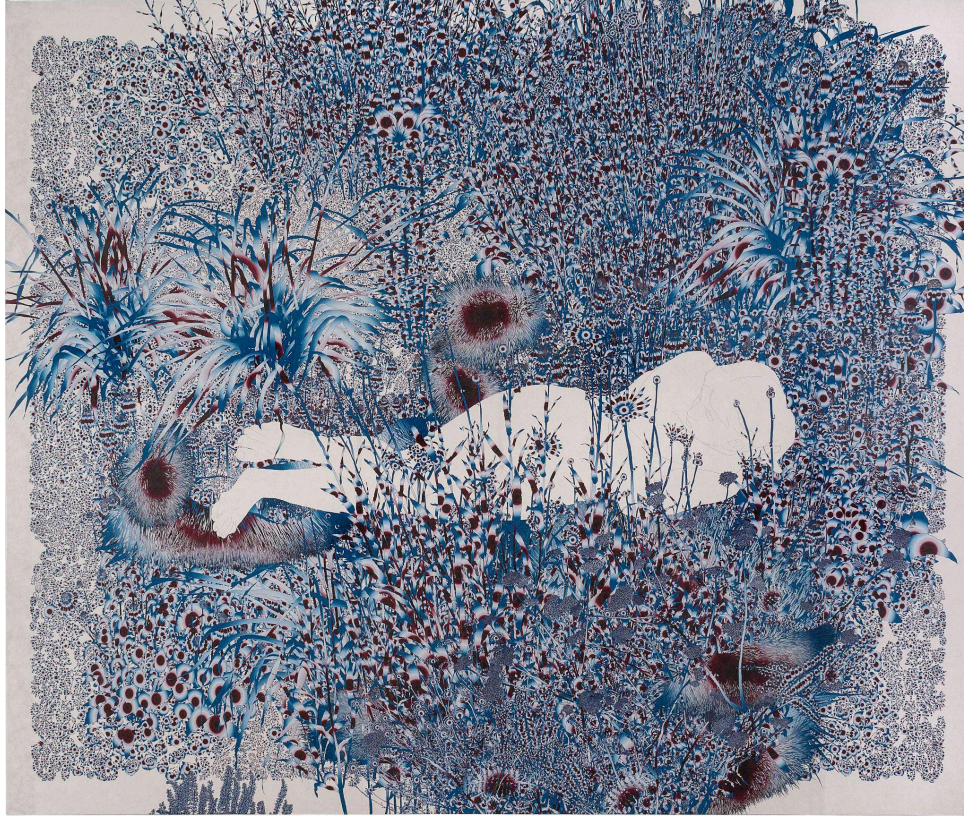
"We established the Art Prize Program to honor exceptional talent and provide artists who are exploring innovative techniques and practices, the opportunity to make work in new and inspiring environments and to engage with today's leading arts organizations. It's a testament to our dedication to supporting artists on their creative journeys, and we're grateful for the contributions of our partners Anderson Ranch, Buckhorn Public Arts and Dance Aspen, and The Pardon Collection," said The Aspen Art Fair Co-founder **Bob Chase**.



Masako Miki, *Hyakki Yagho, Night Parade of One Hundred Demons—Shapeshifters in Haunted Indigo Blue Field*, 2024. © Masako Miki, Courtesy of the artist and RYAN LEE Gallery, New York

### **Anderson Ranch Visiting Artist Prize**

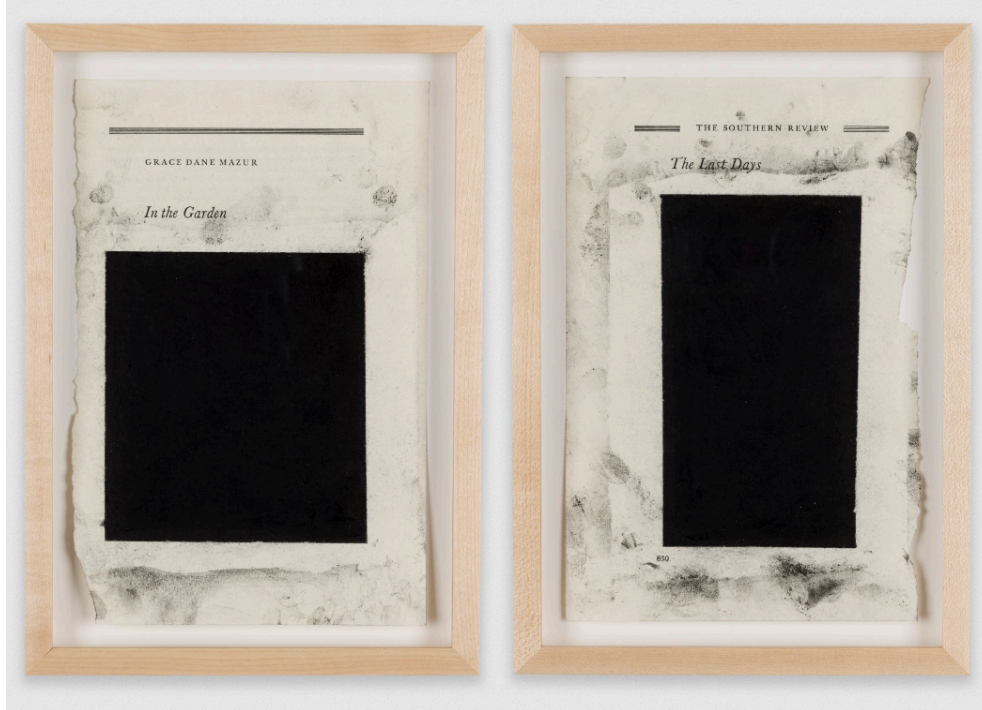
Masako Miki, represented by RYAN LEE Gallery, has been awarded the Anderson Ranch Visiting Artist Prize. This prestigious honor grants Miki a one-week residency at the Ranch where she will enjoy access to studios across various disciplines, including painting, ceramics, sculpture, photography, and more. Miki joins a distinguished list of past visiting artists at the Ranch, such as **Catherine Opie, Theaster Gates, Julie Mehretu, Mickalene Thomas, Tom Sachs, Kenny Scharf, and Ed Ruscha**.



Andy Millner, *Floating World (Respite)*, 2023, Pigment print, mulberry paper, on linen 68 x 81 in, courtesy Hexton Gallery and The Aspen Art Fair

### **The Buckhorn Public Arts / Dance Aspen Artist Set Design Award**

Andy Millner, represented by Hexton Gallery, is named the recipient of The Buckhorn Public Arts / Dance Aspen Artist Set Design Award. This award celebrates the tradition of collaboration between visual artists and dance, inspired by the partnership between **Robert Rauschenberg** and the **Merce Cunningham Dance Company** from the 1950s. Buckhorn Public Arts and Dance Aspen will collaborate to produce a set design and Millner, who has worked previously in theater, will be featured as part of this exciting new initiative drawing upon both his visual art and performance art backgrounds.



Bethany Collins, *Untitled (In the Garden\_The Last Days)*, 2023, Charcoal on found paper, 9" x 6" | 22.9 x 15.2 cm, courtesy PATRON

### **The Pardon Prize**

Bethany Collins, represented by PATRON, has been awarded The Pardon Prize, an initiative by the Pardon Collection that honors artists making significant contributions to contemporary art. Collins embodies this mission through her innovative work. A rare diptych from her Southern Review series will be added to the Pardon Collection. This series showcases Collins' deep engagement with language as a medium. In these pieces, she preserves the titles and authors while obscuring the text with a thick, velvety charcoal block, creating a mirror-like surface that reflects the viewer. As she manipulates the material, her fingerprints become integral to the artwork, adding an element of self-portraiture. Collins' poetic approach not only alters the original meaning of the texts but also introduces new layers, exploring themes of erasure, censorship, inclusivity, and the selective visibility of narratives within our cultural and historical discourse.

### **The Aspen Art Fair at Hotel Jerome 2024 exhibitors:**

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 Gallery (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)

**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  
The Fine Art Group  
UOVO

**Media Partners:**

*Artsy*  
*Cultured*  
*Galerie*  
*Modern Luxury*

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.

[www.aspenartfair.org](http://www.aspenartfair.org) | [www.74tharts.com](http://www.74tharts.com)

Social Media

Instagram: @aspenartfair\_org

Instagram: @74tharts

Instagram: @hoteljeromeauberge

#theaspenartfair

**For Media Inquiries: The Aspen Art Fair Press Office | Lyn Winter, Inc. - [aspenartfair@lynwinter.com](mailto:aspenartfair@lynwinter.com)**

**[DOWNLOAD PRESS KIT AND IMAGES HERE](#)**

### ENDS ###