

# THE ASPEN ART FAIR

at the historic  
Hotel Jerome

FOR IMMEDIATE RELEASE

The Aspen Art Fair at the historic Hotel Jerome, the new, international contemporary art fair and cultural takeover, announces exhibitors

Visitors from around the world are invited to an intimate and first of its kind art, design, and luxury lifestyle, travel and hospitality experience that adds to the allure of Aspen Art Week — opening July 29-August 2, 2024



L: Iván Argote, *Bells: A Place for Us*, 2021, courtesy the artist, Perrotin and LSS Art Advisory on view at Hotel Jerome as part of The Aspen Art Fair's pre-programming from June 25-July 25, 2024; C: Zanele Muholi, *Ziphi IV, Cape Town* (2020), © Zanele Muholi, courtesy of the artist and Southern Guild. Muholi's work will be presented concurrently with their solo exhibition *Zanele Muholi* at Tate Modern now on view through January 26, 2025 and their gallery exhibition at Southern Guild Los Angeles through August 30, 2024; R: Paola Pivi. *This is my first time*, (2022), photographer Guillaume Zicarelli, courtesy of the artist and Perrotin.

**Opening Night Preview and Reception: Monday, July 29, 2024, 6–9pm.**

**Tickets and information [here](#)**

**(Aspen, CO) – The Aspen Art Fair**, the new, modern and contemporary art, design, and cultural takeover set against the stunning backdrop of Aspen at the historic Hotel Jerome, will present around 30 international exhibitors from more than 12 countries and specially curated projects at its first edition opening July 29-Aug 2, 2024 as the kick off to Aspen Art Week.

The inaugural edition, organized in partnership with Aspen's world class cultural institutions, promises to bring together a global network of art dealers, collectors, artists and enthusiasts for a new, bespoke fair experience at the landmark, Hotel Jerome, honored last month with a prestigious MICHELIN Key as one of the most outstanding hotels in the U.S. The fair combines the traditional art fair model in an intimate, social setting with a robust program of exclusive home tours, a salon-style speaker series, artist prizes and residencies, performances, screenings, cocktail receptions, dinners, and guided hikes to take advantage of the region's natural beauty.

International exhibitors from more than 12 countries and specially-commissioned curatorial projects that will feature work by more than 90 artists in a variety of media including painting, photography, works on paper, sculpture, installation, and functional design include the following (list in formation):

**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 Maximillian** (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** (Dubai, UAE; Hong Kong, China; New York, NY; Los Angeles, CA; Las Vegas, NV; 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**

“We have conceived a new type of cross-disciplinary art fair that aims to re-think, re-examine, re-engage, and re-invigorate, connecting and convening a dynamic set of international and creative communities in Aspen in a luxurious, social setting,” said The Aspen Art Fair Co-founder and Director and art world veteran **Becca Hoffman**, also the founder of 74tharts, a dynamic, new, woman-owned arts organization, presenting a full slate of cultural opportunities around the world in Vienna, Milan, Singapore, and Marseille.

Hoffman, with the fair's co-founder **Bob Chase**, owner of Aspen's Hexton Gallery and a National Council Member of the Aspen Art Museum and Anderson Ranch Arts Center, are committed to creating a unique and highly-curated opportunity for connection, community and commerce, along with education and public programs. "Our goal is to add to the vibrant and expanding international contemporary art and cultural scene in Aspen, engaging residents and visitors with a program of compelling and relevant events annually at the fair and year-round in one of the most desirable luxury destinations in the world," said Chase.



L: Marcos Acosta, *Watchers*, 2024, courtesy Hexton Gallery; C: Roberto Diago, *Untitled*, 2024, courtesy El Apartamento; R: Tanya Ling, *Line Painting (04216)*, (2018), courtesy Ronchini

As part of a cultural partnership with **Anderson Ranch Arts Center**, one outstanding artist from among those to be showcased at the fair will have the chance to win an **Anderson Ranch Guest Artist Prize**. Selected by a special committee composed of members from Anderson Ranch Arts Center staff and faculty, the artist will have the opportunity to join a one-week visit to the Ranch with access to work in the studios across various disciplines, including painting, printmaking, ceramics, sculpture, photography, new media, furniture design, woodworking, performance, installation, and interdisciplinary projects. The selected artist will join a notable lineage of visiting artists to the Ranch including **Catherine Opie, Theaster Gates, Julie Mehretu, Mickalene Thomas, Tom Sachs, Kenny Scharf**, and **Ed Ruscha**, among others.

"Aspen Art Week continues to gain momentum, and the introduction of the Aspen Art Fair at the Hotel Jerome presented by 74tharts is sure to become a cornerstone of the exciting summer events schedule," said Anderson Ranch President and Chief Executive Officer **Peter Waanders**. "Anderson Ranch Arts Center is thrilled to be showing prints from our acclaimed editions program at the fair. We will feature the work of top contemporary artists who have recently visited Anderson Ranch and made work within our editions program. We look forward to engaging with the local and international community and participating in the fantastic programming surrounding the art fair."

### **A Cultural Takeover - Double Bill of Art and Film Sets Scene**

Activating the city and the iconic Hotel Jerome, known for being the social hub of Aspen, the inaugural edition of the Aspen Art Fair is presenting a series of arts and cultural programs

including the current large-scale mural installation by Aspen-based artist **Jody Guralnick** presented in partnership with Nancy Hoffman Gallery. The work which expands to 32 feet wide by six feet high was installed by the artist as part of the fourth-annual *Epicurean Passport Weekend* at Hotel Jerome and is now on view through June 24, 2024.

On June 25, 2024 from 5-7pm, further setting the scene for its first edition, The Aspen Art Fair and 74tharts will present a double bill of art and film beginning with the Aspen premiere screening of the newly-released arts documentary **TAKING VENICE** (2023) in partnership with Aspen Film at the Aspen Film Isis Theatre. A Q&A with the film's director **Amei Wallach** will follow. As the 2024 Venice Biennale is in full swing, **TAKING VENICE** uncovers the true story behind rumors that the U.S. government and a team of high-placed insiders rigged the 1964 Venice Biennale – the Olympics of art – so their chosen artist, **Robert Rauschenberg**, could win the grand prize. The timely documentary film draws attention to the vital role of art in advancing cultural exchange and building international community, and the soft diplomacy and influence of artists today in making and advocating for change.

On the same evening from 6-8:30pm, a reception at the Hotel Jerome will celebrate the opening of an expansive group preview exhibition ***A Place For Us*** curated by **Laura Smith Sweeney** of **LSS Art Advisory**. The exhibition offers an interplay of textures, where unusual materiality creates moments of surprise and invites deeper contemplation and features work in a variety of media, from pulped law textbooks to blown glass. The 12 artists, represented by **Southern Guild, Patron, Praise Shadows** and **Perrotin**, galleries which will participate in the Aspen Art Fair, include **Iván Argote, Jamal Cyrus, Gabriel de la Mora, Leslie Hewitt, Samuel Levi Jones, Caroline Kent, Zanele Muholi, Jean Shin, Yuri Shimojo, Stanislaw Trzebinski, Liat Yossifor, and Luyanda Zindela**.

Pre-programming that began in March this year included a pop-up preview exhibition in the hotel's garden lobby entitled *Exhibition Highlight: Women of the Aspen Art Fair* presented during Women's History Month and a panel discussion, *Unveiling the Secrets of Investment in Art and Fine Jewelry*, that explored the world of luxury assets — art and fine jewelry, investment, and portfolio management, organized in partnership with Here House and the Fine Art Group.

### **Cultural Partners of The Aspen Art Fair**

**Anderson Ranch Arts Center**  
**Aspen Art Museum**  
**Aspen Chamber Resort Association**  
**Aspen Film**  
**Buckhorn Public Arts**  
**Pardon Collection**  
**Resnick Center for Herbert Bayer Studies**

The Aspen Art Fair at the Hotel Jerome is sponsored by **Bank of America, Buccellati, Christie's, Dry Farm Wines, Oliver Smith Jeweler, Pardon Collection, Sotheby's International Realty, and UOVO**.

## **Media Partners: *Artsy* and *CULTURED***

### **Editors' Notes**

#### **About The Aspen Art Fair**

The Aspen Art Fair, the new art, design, luxury, travel, and hospitality takeover set against Aspen's stunning backdrop at the historic Hotel Jerome will take place for the first time from July 29-August 2, 2024, kicking off Aspen Art Week.

A first of its kind, the fair is co-founded and directed by Becca Hoffman – also the founder of the new cultural organization 74tharts, 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 including Milan, Marseille, Singapore, and Vienna - and Bob Chase of Aspen's Hexton Gallery.

The inaugural edition promises to bring together more than 30 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 Aspen Art Fair will combine the traditional art fair model in an intimate, social setting with a robust program of exclusive home tours, a salon-style speaker series, art prizes and residencies, performances, screenings, cocktail receptions, dinners, and guided hikes to take advantage of the region's natural beauty. It is committed to creating a dynamic and inclusive environment with both 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.

#### **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](http://www.aspenartfair.org)

[www.74tharts.com](http://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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