



Affordable Art Fair NYC, Fall 2017. Image courtesy of Reed Photographic.

AFFORDABLE ART FAIR NYC WRAPS FALL 2017 EDITION WITH SUCCESS

(New York, NY) – Affordable Art Fair NYC celebrated its 24th edition in September, welcoming **10,000 visitors** to the Metropolitan Pavilion in Chelsea for its fall 2017 edition. Dedicated to making art accessible to everyone, the fair attracted both first-time buyers and seasoned collectors who came together under one roof to explore 67 local, international and national galleries and the thoughtfully curated artworks of over 400 artists, **resulting in more than 1,600 artworks sold for a total of \$3.1m in art sales**. More than half of all artworks sold onsite were paintings followed by sculptures, trumping last year's second-best selling medium which was photography.

Fair highlights included a host of educational programming such as tours presented by **Christie's Education**, as well as immersive talks discussing technology in the contemporary art landscape, what it means to be an emerging artist today and tips on how to preserve and care for art. In addition, Affordable Art Fair NYC featured a series of creative activities including an interactive mural by artist Kristin Texeira & **Reeves** titled 'Show Your Colors' and Creative Kids Mornings presented by **Snazaroo**.

Visitors participated in a selection of artist-led workshops onsite presented by **The Art Therapy Project**, Affordable Art Fair NYC's Official Non-Profit Partner, that explored art therapy processes including paint blowing, mixing paints, collage, layering and more.

The fair's **Recent Graduate Exhibition** entitled *Fired Up, Melted Down* and curated by Regina Parkinson, examined the current temperament of American politics, addressing issues of gun violence and climate

change through artist, Natalie Baxter and sculptor, Devra Freeland; both emerging local artists from Brooklyn who use non-traditional sculpture methods.

Current Status, this season's **Limited Edition Print** collaboration with the fair, showcasing artist Cary Hulbert's work, explored possible future human worlds and the potential trajectories towards subsequent stages of society. The artwork featured Hulbert's signature technique, Photogravure, a technical process for transferring an image onto copper, either hand drawn or photographic, and was available for purchase at the fair.

The **Best Booth Award**, introduced last fall, is Affordable Art Fair NYC's initiative to encourage thoughtful and visual presentations amongst the galleries to enhance the visitors' experience. This edition, the Best Booth Award was presented to The Public House of Art, whose reward included being highlighted onsite as well as automatic acceptance into the 2018 fall edition. Notable jury members for the Best Booth Award included **Silvia Benedetti**, Manager of Exhibitions and Collection at The Bronx Museum of the Arts, and returning members **Dayna Evans**, Freelancer and Senior Writer at *The Cut* at *New York Magazine*, **Pamela Jean Tinnen**, Director/Curator of New York University's Kimmel Galleries and **Ayesha Williams**, Director of Strategic Partnerships at The Laundromat Project.

Affordable Art Fair NYC garnered **100.9 million media impressions** with coverage from local, national and international outlets including artnet, Art Zealous, Guest of a Guest, HFN Digital, Manhattan Magazine, Metro New York, Mind Body Green, M Dash, New York Magazine, The New York Times, Thrillist, Time Out New York, and more.

Media attendees from top tier outlets include editors and producers from ABC News, CBS News, Fortune, Good Morning America, House Beautiful, NBC Universal, New York Magazine, New York Social Diary, The New York Times, The Wall Street Journal, TODAY, USA Today, W Magazine, Yahoo! News, and more.

Noteworthy attendees included celebrities and influencers such as the famed interior designer Jamie Drake, multi-Grammy Award-winning composer, David Foster, *HBO* sportscaster and TV journalist Bryan Gumbel, *Good Morning America* anchor Lara Spencer, and voice actor and comedian H. Jon Benjamin.

Affordable Art Fair NYC would like to express appreciation to the fall 2017 partners including: Reeves, Snazaroo, Christie's Education, The Art Therapy Project, Patricius Tokaj, Vivanco, Warsteiner Premium German Pilsener, Voss Artesian Water from Norway, Jennifer Furniture, Butterfield Catering, Yotel, SPACE design + production, TBS Tramo **& the following media partners:** artnet, Artprice, The Art Newspaper, Manhattan Magazine, Observer and Rue Magazine.

Affordable Art Fair NYC will return to the Metropolitan Pavilion in Chelsea from **March 21 through 25, 2018**. For more information please visit www.affordableartfair.com/newyork.

**ABOUT THE AFFORDABLE ART FAIR**

The Affordable Art Fair celebrates the idea that art is for everyone. Since its launch in 1999, the Affordable Art Fair has welcomed over 2.1 million visitors through its doors, and sold over \$408 million worth of art. A global brand, the fair now takes place in Amsterdam, Bristol, Brussels, Hamburg, Hong Kong, London, Milan, New York, Singapore and Stockholm. For more information, visit affordableartfair.com/fairs/new-york.

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