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ARTEXPO NEW YORK ANNOUNCES THE SCHEDULE OF INTERACTIVE PROGRAMMING FOR ITS 40-YEAR ANNIVERSARY

[MAGNIFY] as the curatorial theme for 2018 examines four decades of artistic expression through a retrospective lens

New York, NY – April 3rd, 2018: Redwood Media Group, the nation’s leader in exhibitions and event production, media, and marketing for the global fine art community, announces its highly anticipated four-day schedule of programming for the 40-Year Anniversary of **Artexpo New York**. The world’s largest fine art marketplace returns to **Pier 94**, located at 711 2nd Avenue in Manhattan, from **Thursday, April 19th** to **Sunday, April 22nd**. Trade registration and purchasing of show passes or general admission tickets can be completed by visiting www.artexponeويورك.com.

To celebrate 40 years of excellence in art, Artexpo New York presents [MAGNIFY] as the curatorial theme for 2018 – examining four decades of artistic expression through a retrospective lens. The annual fine art destination offers *Three Shows Within One Venue* at the heart of Midtown Manhattan, across 135,000 square feet of uninterrupted convention space. Artexpo New York XL will host more than 400 innovative exhibiting artists, galleries and publishers from across the globe, showcasing original artwork, prints, paintings, drawings, sculptures, photography, ceramics, giclee, lithographs and glass works among other contemporary and fine art. Hosting more than 35,000 avid art enthusiasts, including 5,000+ trade representatives every year, Artexpo New York is the largest international gathering of qualified trade buyers—including gallery owners and managers, art dealers, interior designers, architects, corporate art buyers, publishers and art and framing retailers. Attendees will have an opportunity to browse thousands of innovative new works of art and enjoy education seminars, cocktail parties, live entertainment and other special events.

“We are extremely pleased to announce our exciting schedule of programming for this year’s Artexpo New York,” says Eric Smith, President and CEO of Redwood Media Group. “Our exhibitors represent the most eclectic talent from more than 51 countries around the world – showcasing every genre of contemporary and fine art imaginable. Around almost every corner will be an exhibit that will astound our visitors, providing an opportunity to interact with the art and the artist. Two particularly interesting additions for this year are the Sculpture Garden and the Rising Artist Gallery. The Rising Artist Gallery will represent more than 40 of today’s emerging artists waiting to be discovered. We look forward to celebrating our 40th Anniversary with all of our programming partners and patrons.”

Registered trade and industry attendees will be able to experience a double celebration for the opening of Artexpo New York at Pier 94. The **Trade First Preview Party** will take place on **Thursday, April 19th**, between 5:00 p.m. and 7:00 p.m., followed by the **Opening Night Party**, at which all registered guests are welcome, taking place on **Friday, April 20th**, between 4:00 p.m. and 8:00 p.m. DJ Keith Butler will entertain guests with the latest grooves while attendees enjoy complimentary Louis Jadot wines.

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This year's featured **Art Lab** installation, located in the **[SOLO]** exhibition area, is a special presentation created by noted visual artist, **Jon Henry** – a photographer and alumni of the **New York Film Academy**. *Stranger Fruit* is a thought-provoking collection of images that are the artist's reflection on the black family—his own and the community at large. Henry strives to take a deeper look at the mother/son relationship in the wake of the murders of African American men due to police violence. The title of the project is a reference to the song "Strange Fruit," immortalized by Billie Holiday.

This year's **Spotlight Program** provides collectors with a focused look at several galleries and prominent artists, who will each be creating a site-specific exhibition. Spotlight exhibitors for 2018 include **Contemply Gallery**, and its notable Italian artists **Nello Petrucci** and **Paola Epifani** ("Rabarama"), together with the metallic artist **Cassidy Watt** from **Metallo Gallery** in New Mexico, the post-Impressionist, **Samir Sammoun** of **Sammoun Fine Art** (an Artexpo New York exhibitor for 30+ years) and the Serbian painter of works depicting the Soviet regime, **Victor Lysakov** of **Victor Lysakov Fine Art**.

The 2018 Anniversary rendition of **[FOTO SOLO]** will feature fine art photography from some of the world's coveted abstract, contemporary and realist photographers. This year's [FOTO SOLO] artists include **Adele Venter** from South Africa, **Alexandra Szebenyik** from Hungary, **Angela Schapiro** from England, **Danny Lloyd** from New York, **Michel Leroy** from New York and **Riya Sharma** from India.

Attendees will once again enjoy an extensive **Meet The Artists** program of activity during the four days of Artexpo New York, which includes live demonstrations in each exhibition booth by the artists themselves. Participating artists include **Junaid Senechal-Senekal**, **Hongxia Qi**, **Amy Shackleton**, **Mari Sukuki**, **Samir Sammoun**, **Majie Lavergne**, **Blend Cota** and **Redina Tili**, **James Paterson**, **Qu Zhenhui**, **Jocelyn Cruz**, **Gabriela Zerpa**, **Rim Chae**, **Jeffrey Bisailon**, **Juan Cristobal Araoz**, **Susan Andreasen**, **Hisae Sasaki**, **Peter Guttman**, **Michel Leroy**, **Robert Dunn**, **William Mastrogiulio** and **Alice Kivlon**, among many others.

This year's comprehensive **Education Program** includes an extensive series of **Topics & Trends** seminars, moderated panel discussions and lectures, presented by a group of handpicked leaders from various genres of the arts industry, taking place on the show's main **Education Pavilion**. Subjects and themes for 2018 include "Nuts And Bolts Of Copyright and Trademark Law," "Getty Images: The Art and The Business," "Dream To Launch: Making The Internet Work For You," "Mightier Marketing For Visual Artists," "Artist Fame and Fortune: Turning What You Love Into A Viable Career," "Marketing Smarts For Designers and Gallery Owners," "On The Horizon In The Art World," "Artist Fame and Fortune: Key Elements of Success," and "Understanding Art Licensing— Opportunities and Very Common Mistakes," to name just a few. The full *Topics & Trends* Education Program has been announced and is available for review on the Artexpo website.

Two additions to this year's Artexpo New York will include the **Rising Artist Gallery**, showcasing more than 40 emerging artists of tomorrow and a unique **Sculpture Garden**, containing individual works by the leaders in this field, including **Chun Shi Stone** from China, husband and wife sculptors **Frank and Christine Malvasio** of **FM Art Designs** in South Florida, "**Moris**" from France and **Stephen Farland** of **Chairborne Arts** – known as "The Chairman."

Artexpo New York programming highlights and recommended events includes:

ART LAB: STRANGER FRUIT by Jon Henry
[SOLO] Cafe

A special exhibition, created by noted visual artist Jon Henry, *Stranger Fruit's* thought-provoking images are the artist's reflection on the black family—his own and the community at large. And, then, he strives to take a deeper look at the mother/son relationship in the wake of the murders of African American men due to police violence. The title of the project is a reference to the song "Strange Fruit," immortalized by Billie Holiday. Brooklyn's noted *Smack Mellon* recently selected *Stranger Fruit* as a one of the 2017 Hot Picks and the project was also on the short list for the Lucie Foundation Grant. Jon Henry is an artist, born and raised in Queens, New York. He studied at CUNY Queens College and New York Film Academy. He is a visual artist working primarily with photography in a fine art context.

THURSDAY, APRIL 19

12:00–7:00 p.m.

1 p.m. MEET THE ARTIST & LIVE DEMONSTRATION: AMY SHACKLETON

Amy Shackleton Fine Art, Booth S721

Watch Amy Shackleton as she creates one of her gravity enhanced paintings. Her paintings depict cities are combined with nature, exploring the conflicting relationships that exist between humanity and the environment. Her painting process is also about opposing forces—in place of conventional brushes, squeeze bottles and gravity create the painting. Liquid paint is dripped, poured and layered. The canvas is rotated to steer the drip and fall of the paint. Come see as she calculates each drip and fall, controlling much of the outcome—yet leaving some of the spontaneous and unpredictable.

2 p.m. MEET THE ARTIST & LIVE DEMONSTRATION: SAMIR SAMMOUN

Sammoun Fine Art, Booth 233

At his very first Artexpo New York in 1996, Samir Sammoun's originality and unique style caught the attention of viewers, gallerists, collectors and art lovers. After that initial discovery, the response to his fresh colorful impressionistic style has continued to build over the 20+ years he has showcased his work at Artexpo. Watch as this esteemed artist works on his next masterpiece!

3 p.m. MEET THE ARTIST & LIVE DEMONSTRATION: QU ZHENHUI

Qu Zhenhui Art Studio, Booth 104

Qu Zhenhui is a much-admired Chinese visual artist who works in ink and color on paper. With artwork that is highly sought after throughout the world, it will be amazing to watch as the next masterpiece is created in front of our eyes. Don't miss this opportunity to watch a master create their next piece.

4 p.m. MEET THE ARTIST: RIYA SHARMA

Riya Sharma Fine Art Photography, Booth F430

Meet Riya Sharma, accomplished fine art photographer with photographs featured in more than 50 newspapers, magazines, and websites. She has the honor of being the first Indian representing her country throughout the world with her photography. What makes her photos unique is her natural ability to forge a connection between her subjects and her viewers. Stop by and meet this dynamic artist and discover your connection to her art!

4:30 p.m. MEET THE ARTIST & LIVE DEMONSTRATION: TAKASHI KAJIYAMA

Artrates Gallery, Booth 236

Takashi Kajiyama, a calligrapher from Hiroshima, will once again wield his brush and amaze us with the intensity of his brush as he creates each piece of his iconic calligraphy art. A second generation Hiroshima survivor, Takashi attempts to address issues of humanity and peace in his work.

5 p.m. TRADE FIRST PREVIEW PARTY

Lounge 94 and Louis Jadot Lounge, Booth 736

Enjoy an exclusive preview of Artexpo New York 2018! Mingle with our exhibiting artists and gallery owners; enjoy the tunes of DJ Keith Butler; sip complimentary Louis Jadot wines; and be among the first to see this year's extraordinary array of fine art.

FRIDAY, APRIL 20

10:00 a.m.–8:00 p.m.

12 p.m. MEET THE ARTIST: JEFFREY BISAILLON

JBIS Contemporary Fine Art, Booth S304

It's pop art reinvented! Meet Jeffrey Bisailon, a self-taught artist who creates what he calls "uber-contemporary" pieces. Using organic curves and clean, modern lines, the perfect union of art and design come together in his works. Always pushing the envelope to use the newest materials, incorporating design trends and cultural influences, Bisailon continues to evolve and surprise with his works' simplicity and collectibility.

2:30 p.m. MEET THE ARTIST & LIVE DEMONSTRATION: JAMES PATERSON

James Paterson Fine Art, Booth 132

Meet James Paterson, whose approach to his art is one of a simple sense of wonder, his aim being to create art that is redemptive, revealing the reality of God in the world in such a manner as to give expression to mystery. Paterson uses materials in a simple way, often incorporating moving parts that viewers can play with. "These Prayer Machines are not my actual prayers," he explains, "Rather they serve as metaphors attempting to capture those elusive moments when I inhabit the thin places between the temporal seen and the eternal unseen."

3:30 p.m. MEET THE ARTIST: RIM CHAE

Rim Chae Fine Art, Booth 103

Traditionally, the technique for mother-of-pearl lacquerware implements a method of applying glue to the mother-of-pearl and ironing it onto the desired surface. However, the exquisite work of Rim Chae pursues a unique form of beauty, by holding the mother-of-pearls with silver prongs upon a lacquer canvas. This technique involves around 40 processes of traditional mother-of-pearl lacquerware while taking a different path. Don't miss this opportunity to meet Chae and learn more about her inspiration and amazing work.

4 p.m. OPENING NIGHT PARTY

Lounge 94 and Louis Jadot Lounge, Booth 736

You're kicking off the weekend right at Artexpo New York 2018's Opening Night Party! Mingling with the best of national and international artists and gallery owners; enjoying the tunes of DJ Keith Butler; sipping complimentary Louis Jadot wines; and getting an up close look at this year's extraordinary array of fine art.

6:30 p.m. UNVEILING LIGHT OF HOPE TO BENEFIT THE ALZHEIMER'S FOUNDATION OF AMERICA

Art Brand Studios, Booth 202

Acclaimed artist Blend Cota and Art Brand Studios are proud to announce a collaboration to benefit the Alzheimer's Foundation of America. Blend, famous for his singular style known as Colorism, is donating an original piece titled, appropriately, *Light of Hope* to the Alzheimer's Foundation of America. For Blend, the battle against Alzheimer's is personal and emotional as his mother died from complications of Alzheimer's at the young age of 55. All proceeds from *Light of Hope* will benefit AFA and their mission to deliver compassionate care to patients and support to caregivers.

SATURDAY, APRIL 21

11:00 a.m.–7:00 p.m.

1 p.m. MEET THE ARTIST: SUSAN ANDREASEN

Artblend, Booth 315A

Susan Andreasen studied fashion design and illustration at the Parson School of Design in New York City. By beginning her career in fashion illustration, she had the privilege to study under Andy Warhol and Murray Tinkleman. Today Susan Andreasen is an “Eco-Artist” pioneer who devoted her business as an environmental endangered species advocate for over 20 years. Her purpose is to save endangered nature and humans, ultimately she would like to preserve the environment as a whole. Come hear her fascinating story and see her unique artwork, combining personage with and endangered species using portraiture.

2 p.m. MEET THE ARTIST & LIVE DEMONSTRATION: HISAE SASAKI

Artrates Gallery, Booth 236

Perfect for April in New York when Spring has begun, Hisae Sasaki's traditional Japanese ink paintings express the beauty and power of nature by combining real flowers with charcoal ink on Japanese paper. Come watch Hisae as she uses subtle charcoal ink to express nature's flow of energy and the long awaited beauty of Spring.

2:30 p.m. MEET THE ARTIST: MIGUEL SALAS

DATG Concept, Booth 126

Amazing fine art photographer, Miguel Salas, originally from Puerto Rico, began his early professional stages in television and broadcast film production. National Geographic Travel Photographer of the Year 2017, Miguel believes the world is a beautiful mystery. Captivated by the differences that make the world unique, he seeks to reveal through his photography, the beauty of its landscapes, people, and cultures. Don't miss his extraordinary exhibition: *Mother Earth*, where through the lenses of his camera, he's captured specific moments of the human being and nature and how they both interact. The purpose of his exhibition is to bring the viewer attention and awareness to the planet we individuals share with nature.

3 p.m. MEET THE ARTIST: PETER GUTTMAN

Your Art Gallery, Booth 610

Meet Peter Guttman, fine art photographer, who has traveled on assignment through all seven continents covering more than 220 countries. Author of eight hardcover books, he's the recipient of the Walter Cronkite Award for Excellence in Exploration and Storytelling, has three times won the Lowell Thomas Travel Journalist of the Year Award, was honored with a Lifetime Achievement Award from the New York Travel Writers Society and a George Eastman Power of the Image Award, cited as one of 20 of the World's Most Influential Photographers.

4 p.m. MEET THE ARTIST: CHASE GUTTMAN

Your Art Gallery, Booth 610

Chase Guttman is an award-winning travel photographer, drone photography expert, author, writer, lecturer and social media influencer. Three-time recipient and first American to win Young Travel Photographer of the Year, was named World's Top Travel Photographer by Condé Nast Traveler and Rising Star by Instagram.

SUNDAY, APRIL 22

11:00 a.m.–6:00 p.m.

1 p.m. MEET THE ARTIST: ERIN MCGEE FERREL

Your Art Gallery, Booth 610

Meet Erin McGee Ferrel, a social entrepreneur, a citizen scientist, and a changemaker. She's a

fearless and passionate explorer of materials working to alter environments and evoke transformation. Trained as an oil painter, Erin continues to build upon her 25 years of experience as a residential and corporate artist. With an interest in the merging of science and art, Erin incorporates her Maine surroundings literally into the layers of her contemporary works.

1:30 p.m. MEET THE ARTIST: MAURICIO SORIA

DATG Concept, Booth 126

Meet award-winning Mexican sculptor Mauricio Soria. Mauricio's work shows us not only his creativity, but definition of design that reinforces the balance and movement of each piece he creates. His work draws strength from the different materials and colors that he uses, which give it a unique and personal signature. The detailed finishing reveals the perfection and care devoted to each piece. Don't miss this opportunity to meet a true master.

3 p.m. MEET CHAKER KHAZAAI: THE LATEST SOCIAL MEDIA STRATEGY FOR ARTISTS

Your Art Gallery, Booth 610

Social media and new innovative technologies have redefined the ways artists are marketed. In this talk, we explore different methodologies available to promote yourself and your work; to reach your objectives and goals. Join a Q&A with social media expert Chaker Khazaal from the Your Art Gallery team.

4 p.m. MEET THE ARTIST: ALICE KIVLON

Artblend, Booth 315A

While Alice Kivlon's artwork relies on the genre of collage, its components are photographic. This enables each piece to have a realistic aspect. By means of digital imaging technology, she melds, alters, blends, texturizes, integrates and accentuates objects, controlling composition and the surface as a whole. Be fascinated as she explains how she starts with a palette of photographic images and textures that provides a range of realism, which in turn makes the final work a marriage of photography and digital painting to create photomontage works of art.

Each year, thousands of art industry insiders flock to Artexpo New York in search of the art and the artists that will shape trends in galleries worldwide. Over the past several years, Pier 94 has quickly become a recognizable event space in New York City, utilized for high end shows and large scale events. Artexpo New York XL will follow The Armory Show, completing the trendy convention center's month-long critically acclaimed offering of exhilarating and prominent art fairs in New York City.

The annual **Opening Night Preview Party** for Artexpo New York will take place from 4 p.m. to 8 p.m. on Friday, April 20. Tickets for the Opening Night Preview Party are priced at \$20. Tickets for Artexpo New York are priced at \$20 for general admission. A multi-day pass that includes access to all three shows from Friday, April 20 to Sunday, April 22 is priced at \$40. For further information on Artexpo New York or to purchase tickets, please visit www.artexponeyork.com. For more information on Redwood Media Group, visit redwoodmg.com.

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For further information, to arrange an interview, or to request media credentials, please contact:

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GENERAL INFORMATION

SHOW ADDRESS

Pier 94

711 12th Avenue (55th Street and West Side Highway)
New York, NY 10019-5399

TICKETS

Opening Night Preview Party - \$20
General Admission - \$20
Multi-day pass (Friday, April 20 to Sunday, April 22) - \$40

TRADE DAY HOURS

(Trade Attendees Only)
Thursday, April 19 | 12 - 7 PM

TRADE DAY – FIRST PREVIEW PARTY

(Trade Attendees Only)
Thursday, April 19 | 5 - 7 PM

OPENING NIGHT PARTY

(Trade & Public Welcome)
Friday, April 20 | 4 PM - 8 PM

MAIN SHOW HOURS

(Trade & Public Welcome)
Friday, April 20 | 10 AM – 8 PM
Saturday, April 21 | 11 AM - 7 PM
Sunday, April 22 | 11 AM - 6 PM

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AENY on Twitter: www.twitter.com/artexponewyork
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www.artexponewyork.com

About Artexpo New York

Now celebrating its 40 Year Anniversary, Artexpo New York offers *Three Shows in One Venue* and the world's largest fine art marketplace. Located at the renowned Pier 94 event venue in Manhattan, Artexpo New York brings together the largest international gathering of qualified trade buyers—including gallery owners and managers, art dealers, interior designers, architects, corporate art buyers and art and framing retailers. The annual curated expo introduces more than 400 of the world's leading publishers, galleries and collectors face to face with hundreds of established and emerging artists from across the globe. More than 35,000 avid art enthusiasts attend each year to enjoy exciting and original artwork, prints, paintings, drawings, sculpture, photography, ceramics, giclee, lithographs and glass works – all under one roof and within 135,000 square feet of uninterrupted convention space. Alongside the world's largest fine art trade show is [SOLO] highlighting established and independent emerging artists and [FOTO SOLO] featuring fine art photography from some of the world's finest abstract, contemporary and realist photographers. Artexpo New York also features its annual lineup of interactive and educational programming, including Art Labs, Spotlight Program, and the *Topics & Trends* Education Program. For further information, visit www.artexponewyork.com.

About Redwood Media Group

Since 2009, Redwood Media Group (RMG) has been revolutionizing the global fine art community by helping artists and gallery owners grow their businesses through fine art exhibitions and publications, art business education, mentoring, marketing, and social media. Today, RMG owns and operates six fine art shows: Artexpo New York, Artexpo Las Vegas, Spectrum Miami, Art San Diego, Art Santa Fe, and Red Dot Miami. Artexpo New York, the world's largest fine art trade show for 40 years and counting, attracts more than 40,000 art enthusiasts every year, including nearly 5,000 industry buyers. Spectrum Miami and Red Dot Miami take place during Miami Art Week, an annual attraction that draws over 100,000 art collectors to the city. Over the past eight years, RMG has welcomed hundreds of thousands of visitors to their events, sold millions of dollars' worth of art, and helped thousands of unrepresented and established artists launch or grow their careers. Aside from hosting multiple high-end art shows throughout the year, RMG also owns *Art Business News*.

For more information, visit www.redwoodmg.com, www.artbusinessnews.com, www.artexponewyork.com, www.artexpolasvegas.com, www.art-sandiego.com, www.spectrum-miami.com, www.artsantafe.com, and www.reddotmiami.com.
