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ARTEXPO NEW YORK PARTNERS WITH NEW YORK FILM ACADEMY FOR ITS 40-YEAR ANNIVERSARY CELEBRATION

A unique exhibit by New York Film Academy Alumni, Jon Henry, to be presented as this year's exclusive *Art Lab*

New York, NY – April 5th, 2018: **Artexpo New York** celebrates its 40-Year Anniversary as the world's largest fine art marketplace, returning to **Pier 94** in Manhattan, from **Thursday, April 19th** to **Sunday, April 22nd**. To commemorate this extraordinary milestone, a unique partnership has been formed with one of today's pioneering institutions in the world of television, photography and film.

Artexpo New York has joined forces with the **New York Film Academy** for an exclusive partnership in the visual arts sector, as part of this year's highly anticipated show. The Academy's Executive Board members, together with faculty, students, alumni and existing NYFA affiliate partners, will be invited to attend this year's Artexpo New York XL to celebrate the work by **Jon Henry**, one of the Academy's most talented Alumni, who will be presenting a special exhibit during the show – selected as the single and exclusive **Art Lab** for 2018.

"We are very excited to continue our exclusive partnership with the New York Film Academy, as part of our 40-Year Anniversary celebration of Artexpo New York," says Linda Mariano, Managing Director of Marketing for Redwood Media Group. "We look forward to showcasing the excellent work by one of the Academy's most cutting-edge Alumni, who exemplifies the extraordinary talent graduating from one of the most distinguished institutions in the country. We anticipate Jon's work will stimulate a vibrant discussion during his four-day exhibit as our exclusive Art Lab for this year's show. It's certainly one not to be missed!"

The featured Art Lab installation by Jon Henry, located in the **[SOLO]** exhibition area, will present his work entitled *Stranger Fruit* – 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. Instead of black bodies hanging from the Poplar Tree as in the song, these sons of our families, our communities, are being killed in the street.

The images ask the questions: Who is next? Me? My brother? My friends? How do we protect these men? Lost in the furor of media coverage, lawsuits and protests is the plight of the mother, who is left to carry on without her child. Henry captures mothers with their sons in their environment, reenacting what it must feel like to endure this pain. The mothers in the photographs have not lost their sons, but understand the reality—that this could happen to their family. The mother is also photographed in isolation, reflecting on the absence. When the trials are over, the protesters have gone home, and the news cameras are gone, the mother is left. Left to mourn, to survive.

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“We are thrilled to present the work by one of our most talented Alumni at this year’s Artexpo New York,” says David Mager, Chair of Photography at the New York Film Academy. “Jon’s work is both emotive and personal -- reflecting a unique story that transpires over generations. His ability to capture the humility of these subjects is quite compelling and we look forward to presenting his project to a tremendously captive audience, who I am sure will be inspired by his work.”

Stranger Fruit was recently selected by Brooklyn’s noted Smack Mellon as a one of the 2017 Hot Picks, and the project was also on the short list for the Lucie Foundation Grant, which promotes and nurtures the cultivation, promotion, and appreciation of Fine Art Photography worldwide.

Jon Henry is an artist, born and raised in Queens, New York. He studied at CUNY Queens College and New York Film Academy as a visual artist working primarily with photography in a fine art context.

Join Jon Henry for an insightful discussion of Stranger Fruit and his work as a visual artist, sponsored by the New York Film Academy, on **Friday, April 20, at 1:30 p.m.** in the Topics & Trends Education Pavilion.

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. Artexpo New York XL offers *Three Shows Within One Venue* at the heart of Midtown Manhattan, across 135,000 square feet of uninterrupted convention space. This year’s expo 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.

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 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.artexponewyork.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

AENY on Facebook: www.facebook.com/artexponewyork
AENY on Twitter: www.twitter.com/artexponewyork
AENY on Instagram: www.instagram.com/artexponewyork
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. 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.