

TEXAS CONTEMPORARY

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TEXAS CONTEMPORARY ART FAIR 2014 SEES RECORD ATTENDANCE AND SALES

Houston, TX–September 15, 2014–Texas Contemporary Art Fair closed last week with record breaking attendance and phenomenal sales. More than 13,000 visitors toured the fair, which exhibited some of the best and brightest talents that over 50 local and regional galleries represent. The fair's opening night and preview welcomed 4,000 guests who helped to raise \$25,000 for the beneficiary preview's **Contemporary Arts Museum Houston (CAMH)**.

With one of the most ambitious programming schedules Texas Contemporary Art Fair has ever launched, fairgoers were invited to attend numerous lectures and events, participate in art happenings, and enjoy installations by **Ana Serrano, Mac Whitney, Richard Deutsch** and more. **Art League Houston** presented painter and performance artist **Iva Kinnaird**, who spent the fair painting a wall-sized map of the venue, which included humorous takes on fair highlights, specific artworks, and projects. Visitors were also encouraged to attend lectures some of which were presented by **Glasstire** with **SXSW Interactive, Ligne Roset**, and **Kinzelman Art Consulting**.

Gallerist **Edward Cella** commented on the fair's crowds, exclaiming that "their intensity of knowledge was pleasantly surprising". Cella saw particularly strong sales throughout, selling works by Jeffrey Vallence, Chris Trueman, and Laurie Frick.

Catharine Clark Gallery was also quite successful with numerous artists sold including work by Sandow Birk and Nina Katchadourian to both new and returning clientele. **Mixed Greens** was visited by many art world fixtures, with many inquiries from museums and their curators. **Moody Gallery** sold a stunning piece of Mary McCleary's collage.

Morgan Lehman Gallery experienced their strongest opening night to date, selling to four new clients four pieces, among which were Aaron Wexler's collages and Kysa Johnson's frenzied chalk drawings. Sally Morgan Lehman stressed how much she had enjoyed the local guests, stating that they comprised "a wonderful community" and were the reason that she and her gallery "come and come again" to show at Texas Contemporary.

VIP fairgoers were treated to a one of a kind experience in Texas Contemporary's **MaRS** designed and Ligne Roset furnished VIP lounge. There they could relax on Ligne Roset's luxe interpretation of the

beanbag while reading complimentary copies of *The Wall Street Journal* and enjoying beers provided by **Dos Equis**. They additionally had the option of attending a tour led by Julie Kinzelman of Kinzelman Art Consultants that focused outstanding examples of artwork by women. **The Weingarten Art Group** also provided tours, and hosted a Tex-Mex party at a distinguished collector's home.

The fair also awarded its fourth Texas Contemporary Award to photographer and installationist, **Rodrigo Valenzuela** of **Upfor Gallery** in Portland, OR. Upfor Gallery dedicated their booth to a solo show in miniature to Valenzuela whose large scale photographic works tread the line between the documentary and the fictional. Juror **Bill Arning**, of **CAMH**, could not select a single piece to award, rather chose the artist and his body in its entirety.

This year, Texas Contemporary again partnered with **Paddle 8** auctioneers to auction off four works donated by exhibiting galleries for Texas Contemporary's fourth annual charity auction. Each of the four pieces auctioned benefited one of four charities: the **Lawndale Art Center**, **freshArts**, **Hermann Park Conservancy**, and **Orange Show Center for Visionary Art**. Each piece was successfully auctioned.

Ultimately, fairgoers and exhibitors agreed that 2014's Texas Contemporary Art Fair was its most successful iteration yet. The fair was generously supported in part by Contemporary Arts Museum Houston, The Wall Street Journal, Glasstire, Dos Equis, and many others.

Art Market Productions would like to thank all involved, and looks forward to returning for Texas Contemporary 2015.
