

FOR IMMEDIATE RELEASE



(e)merge art fair Closes Its Third Edition

October 25, 2013 (Washington D.C.) – **(e)merge art fair** closed its third edition on Sunday, October 3rd amidst effusive praise from audiences and exhibitors alike. Washington D.C. played host to a culture of patronage and advocacy for emerging art with a stream of museum professionals, directors of cultural institutions, international media, collectors, curators, and arts enthusiasts attending in record numbers over the course of the four-day event. As the preeminent fair for the mid-Atlantic region and one of the only fairs of its kind, (e)merge art fair continued to demonstrate its leadership in the support of emerging art and recognition of unrepresented artists.

(e)merge art fair opened the doors to its third edition in the midst of the third longest government shutdown in US history. Doing so enabled the fair to offer local arts enthusiasts as well as visitors to the Nation's Capital an opportunity to experience art and educational programming in the wake of many institutional closures. On September 30th, **The Washington Post** named (e)merge art fair as a viable cultural alternative, declaring "Those who head to the Hirshhorn for edgy contemporary art can find work that is even more au courant at this weekend's (e)merge Art Fair..." The well-trafficked fair, positive audience response, and brisk sales proved (e)merge art fair a success.

THE FIRST ANNUAL EMERGING ARTIST PRIZE

(e)merge art fair was chosen as the cultural partner for the first annual **Phillips Collection Emerging Artist Prize**. Phillips Director **Dorothy Kosinski** and Curators **Klaus Ottmann** and **Vesela Sretenovic** selected the prize winner from amongst independent and represented artist's work on display at the fair. On Saturday, October 5th, Ms. Kosinski presented the prize to **Si Jae Byun**, a Korean artist exhibiting as a member of **Washington Project for the Arts**, who made her debut at (e)merge in 2012 with an installation in the independent artist platform. Her winning piece *Wind #7 in Jungle* was acquired for The Phillips's permanent collection.

Phillips's Director Dorothy Kosinski commented on the selection of the inaugural award recipient:

“While touring the fair, we quickly became enthralled by the organic lines and brilliant colors in Si Jae Byun’s Wind #7 in Jungle, and were pleased to award it with The Phillips Collection Emerging Artist prize. (e)merge art fair provides valuable exposure for so many visual artists working in our local community and around the world. We present this prize as a way to show our support for this talented next generation.”

OPENING NIGHT

(e)merge opened with Thursday’s Opening Night VIP preview and party with over 1,500 attendees showing their support for DC’s emerging art destination. Fairgoers mingled amidst a celebratory atmosphere as they enjoyed the live, poolside concert with **MAIMOUNA YOUSSEF** and DJ **John Thornley** of U.S. Royalty.

The fair’s relaxing and casual atmosphere was the ideal setting for making meaningful, lasting connections, and will be remembered as an art opening flush with the who’s who of Washington including: **collectors and art supporters** - Paul Carter, Rose Nossier, Mera Rubell, Julian Bond, Manuel de Santaren, Tony Podesta, Henry Thaggert, Joe DiGangi, Carole Feld, David Levy, Izette Folger, Joette James, Janice Kim, Tony Otten, Dale Mott, Kenneth Hyle, Fred Ognibene, Robert Raben, Rob Shapiro, Lewis and Barbara Shrensky, Sid Stolz, David Hatfield, Greet De Keyser, Rod Von Lipsey, Veronica Jackson, Harry Grubert, Joe Rodata, Jamie Bennett, Brian Aitken, Andrea Evers; **DC Government officials** - Anita Bonds, David Grosso, Lionelle Thomas, Marvin Bowser; **Curators and museum professionals** - Molly Donovan, James Meyer, Kelly Gordon, Kerry Brower, Mika Yoshitake, Sarah Newman, Dorothy Kosinski, Klaus Ottmann, Vesela Sretenovic; and **DC’s diplomatic community** - Andreas Pawlitschek, Catherine Albertini, Sylvain Cornevaux, Fedora Magnin, Sarah Pickup-Diligenti, Luis Chang, Tatiana de German Ribon, Malgorzata Szum, Margaret McElvein, Kristina Tolhurst, Tim Roberts, Teresa Keleher, Rachael West, William De Baets, Thomas Stoelzl, Maria-Luisa Escudero, Roxana Caprosu, Andrea Tatai, Katalin Csorba, and Pavlina Criorobea.

International exhibitors buzzed about the scope and cachet of visitors, and the enthusiasm for the arts being groomed in DC. **Amstel Gallery** from Amsterdam commented on seeing major collectors and faces from the museum world, and lauded Washington’s support of the arts, while **Cynthia Corbett** of the eponymous London gallery reiterated the quality and sophistication of the audience in attendance, and the fair’s ability to bring in collectors. **NOMAD** gallery declared it “the year of confirmation [at (e)merge], with sales and lots of options.”

EXHIBITOR RESPONSE

Gallery and non-profit exhibitors set-up their exhibition space on the 2nd floor of the hotel, where gallerists can naturally play matchmaker between works and collectors. The exhibitors at (e)merge pursued community building with their peers, with collectors, and with artists. See the full (e)merge 2013 exhibitor list [here](#).

At **slow** gallery, Chicago, Jeffrey Grauel was effusive about the “Great experience. Everybody has been really engaged. Love to come back. Sales have been really good.”

Jose Ruiz, at **Present Company**, the Brooklyn artist run space, commented on participating in his first art fair, saying: “A good opportunity to connect with the DC base and a net positive.”

F. Lennox Campello at **Alida Anderson Art Projects** reported selling over 20 drawings, with the gallery selling almost as many sculptures by Eliza Farrow and several big Judith Peck paintings.

Zoma Wallace, of the **DC Commission on the Arts and Humanities** expressed: “It’s an honor to be a part of it for the artists and the commission...the opportunity to connect with collectors and an audience from outside the community {and} for feedback about the art being produced in DC from an international perspective.”

PRESS RESPONSE

Local, national, and international media attended (e)merge art fair, contributing commentary and lending accolades that enhanced the buzz and excitement both remote audiences and those at the fair.

BLOUIN ARTINFO

Rozalia Jovanovic, September 9, 2013

“Held at the Capitol Skyline Hotel, the fair will be spread out over the premises: various floors and rooms will be set aside for presentations by the fair’s section for galleries and nonprofits, while the hotel’s public areas and grounds will showcase works from unrepresented artists — an important part of the identity of (e)merge, which touts itself as the only art fair in the world that gives artists without gallery representation exhibition space, gratis.”

The Washington Post

Michael O’Sullivan, September 26, 2013

“Seasoned collectors attend, as do first-time buyers looking to get their feet wet. But there’s a third category you’ll see in even greater numbers: the gawker...a core part of the fair’s mission is to present a “snapshot of what’s out there,” so even if you don’t bring your checkbook, you should definitely bring your curiosity and your camera.”

East City Art

September 26, 2013

“From Amsterdam to Arlington, galleries and artists from four different continents are preparing to gather at this year’s (e)merge art fair to showcase (and sell) some of the best contemporary art from around the world. While the international reach of (e)merge is remarkable given that this is only its third season, the level of participation from DC-area artists and galleries is truly impressive.”

Art Nerd

Leslie Jones, September 26, 2013

“Trying to come up with a list of why Washingtonians and visitors to the area should make the three-day fair is like an Elizabeth Barrett Browning sonnet; let me count the ways. For one, the lineup of exhibitors is anything but static and you’re sure to see some pretty fantastic stuff, ranging from photography to mixed media to performance.”

Washington City Paper

Caroline Jones, October 3, 2013

“As the (e)merge Art Fair enters its third year tonight, it is approaching the threshold that some people in this business describe as the viability test for such an enterprise. Fair directors Leigh Conner and Jamie Smith (of the...Connersmith gallery)...may have found the right mix of domestic and international art dealers to make it stick.”

The Washington Post-Going Out Guide

October 3, 2013

“With many of the city’s public art museums shuttered, those looking for a fine art fix should rejoice that the multi-day **(e)merge art fair** is still on. The growing contemporary art fair, founded in 2011 by the owners of Connersmith gallery, attracts the art crowd, but there’s plenty for the uninitiated, too.

SOCIAL MEDIA

Social media engagement for (e)merge art fair flourished across multiple platforms. On [Facebook](#), and [Twitter](#), and [Tumblr](#), (e)merge followers were active and engaged. Social media participation was constant, positive, and reflected the D.C. area’s enthusiasm for the art fair and local talent.





WPA @wpadc
 5 Oct

Congrats to our artist Si Jae Byun who just won the emerging artist prize @emergeartfair @phillipscollection pic.twitter.com/sJ2QhoITZc

Retweeted by (e)merge art fair

[View photo](#)



David Grosso @cmdgrosso
 6 Oct

A beautiful day to be out supporting DC's creative economy, a great city for the arts @emergeartfair @TheDCArts pic.twitter.com/Q83cudDrSn

Retweeted by (e)merge art fair

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20/20 Productions DC @QJBishopsGarden
 5 Oct

Just arrived at @emergeartfair. Looking forward to seeing some killer art! pic.twitter.com/zHlkG84uXC

Retweeted by (e)merge art fair

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gregorg @gregorg
 5 Oct

US English's installation at @transformerDC was a standout @emergeartfair, made me want to buy by not being merch pic.twitter.com/evZWs2EqXA

Retweeted by (e)merge art fair

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Jennifer Sergent @jensergent
 4 Oct

Mad typing, taxi driving, pillow talk and more, all at @emergeartfair this weekend: dcbydesignblog.com/artphoto/scene...

Retweeted by (e)merge art fair

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Abbey Slitor @dcprgrl
 3 Oct

Who is going to @emergeartfair tonight for the preview party?

Retweeted by (e)merge art fair

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PROGRAMMING AND CULTURAL PARTNERS

Cultural partnerships with Washington area arts institutions were integral to the success of (e)merge, with the fair providing cultural access to several institutions forced to close due to the government shutdown. With exhibitions at partner institutions the **National Gallery of Art**, **The National Portrait Gallery**, the **Hirshhorn Museum and Sculpture Garden**, and the

Smithsonian shut down during the fair, displaced curatorial staff and institutional directors used the unexpected free time to engage (e)merge attendees and exhibitors.

For a full list of partners, click [here](#).

SPONSORS

Corporate partners of the fair contributed to an enhanced guest experience with dynamic and integrated promotions. **ABSOLUT.** created a signature (e)merge orange cocktail for the event and **Stella Artois** provided much needed refreshment on 80 degree days. **Uber** transported attendees to the fair in comfort and style, offering generous free rides to the fair for first time users of the service. The **MapHook** Mapping Project data-visualization system assisted in the discovery of emerging art by allowing users to view other participants' "hooks," pinned to their locations on a world map. The 2013 Special Project with **blinkvideo** presented a daily rotation of seven video artists in the hotel's poolside lounge. This year's corporate partners reflected the creative and participatory atmosphere that (e)merge cultivated in its special programming.

For a full list of sponsors, click [here](#).

ABOUT (e)merge

The **(e)merge** art fair connects emerging-art professionals from around the globe with collectors, curators and cultural decision makers in Washington, DC.

The **GALLERY PLATFORM** features participating galleries in hotel rooms on designated floors. The **ARTIST PLATFORM** features a vetted selection of works by unrepresented artists throughout the hotel's public areas and grounds. (e)merge's two exhibition platforms inspire a new echelon of art collectors and provide curatorial access to the latest movements in emerging art.

www.emergeartfair.com

Location

Capitol Skyline Hotel
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Washington D.C., DC 20024

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