

A black and white close-up portrait of a man with dark hair and a serious expression, looking slightly to the right. His hand is visible near his face, resting against his cheek. The lighting is dramatic, with strong shadows on the left side of his face.

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ADAA Show: Quality, not Quantity

Currently the country's longest-running art show, the ADAA show continues to showcase a unique and eclectic mix of artist exhibitions. This year is no exception.

by Natalie Howard

THE ART DEALERS ASSOCIATION OF AMERICA ART SHOW IS BACK FOR ITS 23RD YEAR, proving once again that it's a show with staying power.

"If there's one thing we want, it's interesting, quality material," said Linda Blumberg, ADAA's executive director. "Without a doubt, I think we have a reputation for showing really first-rate art, and that's what draws people year after year."

The ADAA Art Show maintains that high level of quality with a stringent application process for exhibition hopefuls. The ADAA sends out a request for applications and also send out requests for proposals. Then the ADAA members vote on which proposals to accept. The committee also selects five additional artists that will appear at



the show, Blumberg said, to ensure that all their bases are covered—American painting, Modernism, contemporary photography, print.

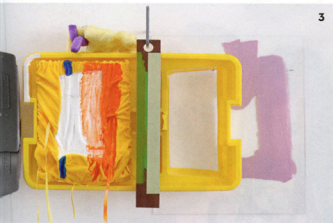
Artists who will display work at the 2011 show include abstract painter David Reed; Robert Motherwell, a former member of the New York School and colleague of Jackson Pollock; Dutch sculptor and installation artist Mark Manders; installation artist and Yale University's director of graduate studies of sculpture Jessica Stockholder; and photographer and filmmaker William Klein.

The placement of the 70 artists' booths is carefully considered.

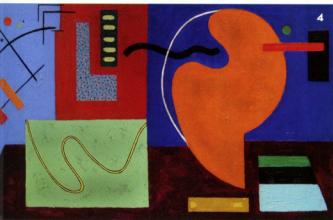
"We want the exhibits to be mixed," Blumberg said. "We're very careful about trying to place booths so that they're interestingly juxtaposed to each other. It's not random."

The ADAA Art Show's main event is, predictably, the art show, but there are several other events for visitors to enjoy. Gary Tinterow, Engelhard curator of European paintings at the Metropolitan Museum of Art, will host a collectors' forum focusing on Picasso March 5.

"There's always pressure to make sure it's



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1. Irving Penn's *Truman Capote*, New York, 1948; Pace/MacGill Gallery 2. *Marilyn* by Andy Warhol at David Tunick, Inc. 3. Jessica Stockholder, 2009, Plexiglass, plastic tray, gray plastic, hardware, African wood, foam, cloth, Styrofoam, ribbons, tape, 35 x 21 x 9 in. at Mitchell-Innes & Nash 4. Burgoyne Diller's *Early Geometric (Abstraction)*, 1933. Oil on canvas 27 x 41 inches. Menconi & Schoelkopf Fine Art 5. *Repas Frugal* by Pablo Picasso at David Tunick Inc.

fresh and interesting and not rest on your laurels," Blumberg said. "Every year we make a conscious effort to make it better and as interesting as we can."

The show entices visitors and art collectors with an intricate balance of excitement and intimacy. While the ADAA's show is smaller like many other similar national art fairs, garnering only 10,000 to 12,000 visitors a year, Blumberg sees this as an asset rather than a fault.

"We are a small show compared to some, but that makes it so much easier to navigate and actually talk with the dealers," Blumberg said. "It's a more intimate showcase."

Entrance fees to the show directly benefit the Henry Street Settlement, a social service agency based in the Lower East Side. Henry Street Settlement has been the beneficiary of the show since its inception 23 years ago.

"Henry Street has been there from the beginning," Blumberg said. "Everybody who buys a ticket, all of that entrance fee

'We have a more intimate showcase'

goes to the benefit of Henry Street completely, 100 percent."

To raise additional funds for Henry Street, the ADAA Art Show also commissions an artist to create a unique print specifically for sale during the show.

"This year, Pat Steir is doing the print," Blumberg said. "It's a collaboration between Pace Prints Gallery and Cheim & Read Gallery."

Pace Prints and Cheim & Read aren't the only galleries teaming up this year. For the first time in the ADAA Art Show's history, two galleries are joining forces to show the works of one artist—Richard Grey Gallery and Galerie Lelong will both exhibit the art of Jaume Plensa, a Spanish sculptor and mixed-media artist best known for creating

the Crown Fountain in Chicago's Millennium Park.

While the show garners tremendous publicity for the ADAA, it is the artwork that really takes center stage.

"We're very sensitive to doing what is best for the work being presented," Blumberg said. "We ask, what makes the art look best? How can we best present them so that people can see them in the best light?"

And Blumberg is confident that the 23rd year will be yet another successful one.

"We have proven ourselves over the years to be a premier showcase for first-rate galleries from around the country," Blumberg said. "We're very proud of it, and we hope people can come and enjoy it."

The Art Show, held at the Park Avenue Armory at 67th Street, runs from March 2-6 with a special preview on March 1. Admission to the show is \$20 per day, which is open from noon to 8 p.m. on March 2-5 and from noon to 6 p.m. on March 6.