

FADA LOS ANGELES ART SHOW 2010

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FADA's LOS ANGELES ART SHOW ANNOUNCES DATE CHANGE, NEW DATES: JANUARY 20-24, 2010 AT LOS ANGELES CONVENTION CENTER

IFPDA PRINT FAIR, SHOW PROGRAMMING AND SATELLITE EVENTS CONTINUE TO ACCOMPANY CITY'S MOST PROMINENT ART EVENT

(August 2009—Los Angeles, CA) FADA's 15th Annual Los Angeles Art Show has changed the dates of the 2010 fair to January 20-24, 2010. The Los Angeles Art Show will take place at the Los Angeles Convention Center with an Opening Night benefit to take place on Wednesday, January 20th, 2010. Presented by the Fine Art Dealers Association (FADA) and KR Martindale Show Management, show organizers collectively decided to make the shift so that the fair would not overlap the Grammy Music Awards, scheduled to take place at the end of January.

As show producer, Kim Martindale states, 'Our show attracts well over 35 000 international and domestic visitors and the Grammy Awards is a large-scale international event. Logistically, to have two large events in downtown Los Angeles overlap is difficult. Inherently there would be serious organizational hurdles such as parking and traffic. After much consideration we've decided to move our show dates so that we can offer our visitors the best possible experience while attending our show'

FADA's Los Angeles Art Show is an encyclopedic art event that will feature more than 130 international exhibitors, an engaging lecture series and special events program, a sculpture garden, special exhibit spaces and fun-filled evening mixers.

The 2010 Opening Night Preview will take place on Wednesday, January 20th, to benefit the Los Angeles County Museum of Art and Inner City Arts (additional benefiting organizations to be announced).

FADA's Los Angeles Art Show continues to be the largest art fair on the West Coast and a must-see for both the art connoisseur and the arts-curious. With 2009 posting a record-breaking attendance of 35 000 visitors and exceptional sales, the 2010 show promises to be larger and more encompassing. Works sold at the 2009 show include pieces by: *Charles Partridge Adams, Jasper Johns, Robert Motherwell, Rembrandt, Ed Ruscha, Julian Schnabel & Emerson Woelffer.*

At the upcoming 2010 Show, cutting-edge and emerging artists' works will be on display alongside old century masterpieces with prices reaching into the millions. With more than 15,000 significant paintings, sculptures, photographs, drawings and prints on exhibit and available for purchase, FADA's Los Angeles Art Show brings together the West Coast art community for an internationally attended five-day celebration of the arts.

FADA's Los Angeles Art Show continues to be a forum for exchange, engagement and enjoyment of art. FADA's Los Angeles Art Show takes place on January 20-24, 2010 at the Los Angeles Convention Center, 1201 South Figueroa Street, Los Angeles, CA 90015. General admission is \$20. Opening Night Preview and Gala: Wednesday, January 20, 2010. General Show Dates: Thursday-Sunday, January 21-24, 2010. Onsite parking as well as valet parking will be available during show hours. For additional information, including Opening Night Gala Tickets, please visit www.laartshow.com or call KR Martindale Show Management at 310-822-9145. For media inquiries please contact Agnes Gomes-Koizumi at agnes@agkmedia.com or call 323-937-5488.