

Press release

Los Angeles May 3, 2015

PARIS PHOTO LOS ANGELES 2015 CONCLUDES A SUCCESSFUL THIRD EDITION WITH STRONG SALES AND ENTHUSIASTIC RESPONSE FROM DEALERS AND GUESTS

Over 16,000 visitors flocked to the fair as of Saturday evening to see the best in photography from 79 galleries and art book dealers, as well as public programming with over 100 artists, *CALIFORNIA UNEDITED!* and in support of young talent, the **INTRODUCING!** Young California Photographer Award all in the heart of Hollywood at Paramount Pictures Studios.

The third US edition of the renowned international photography fair concluded with excellent sales and strong attendance gathering art buyers, art world professionals, celebrities, and the public alike.

Guests included Hollywood industry notables such as **Gwyneth Paltrow, Drew Barrymore, Jamie Lee Curtis, Rosanna Arquette, Sacha Baron Cohen, Albert Brooks, Keegan-Michael Key, Ethan Suplee, Billy Zane, Danny Fuller, Minnie Driver, Devendra Banhart, Brenda Vaccaro, Mena Suvari, Molly Simms, Darren Star, Steve and Krista Levitan, Jeremy and Marissa Zimmer, Liz Goldwyn, Darren Romanelli, Jim Berkus, Judd Apatow and Leslie Mann, Donovan Leitch, Jennifer Meyer, Johnny and Laetitia Hallyday, Stefan Simchowitz, Michael and Pat York; collectors Jan and Trish De Bont, Maureen O'Sullivan, Michael Hawley, Cliff and Mandy Einstein, Willard Huyck and Gloria Katz, Josh Roth;** as well as art world principals, **Virginia Heckert (Getty), Ali Subotnick, Britt Salvesen (LACMA), Erin O'Toole (SFMOMA), Shamim M. Momin, Deborah Irmis, Pierpaolo Barzan** and artists, **Ed Ruscha, Ed Templeton, Aaron Young, Piero Golia, Jo Ann Callis, Todd Hido, Paul McCarthy, Catherine Opie, Sterling Ruby,** among others.

Works by masters of the photographic medium as well as emerging artists were presented from 17 countries worldwide. The public delved into the œuvre of featured artists with over 30 solo show presentations.

The four-day fair began on Thursday, April 30th with a glittering private preview featuring a co-hosted event with United Talent Agency.

"In joining Paris Photo and Barney's to celebrate the opening night of the fair, we are excited to highlight the significance of fine arts across all platforms" said United Talent Agency CEO Jeremy Zimmer.

The Fair opened to the public Friday, May 1st through Sunday, May 3rd amassing crowds for the weekend.

"I enjoyed the show this year and the distribution of galleries throughout the New York backlot and sound stages. I thought some of the solo presentations in the backlot spaces were particularly strong. There were plenty of opportunities to meet artists, both established and emerging, and the weather and setting created a terrific backdrop!" said Virginia Heckert, Curator and Department Head, Photographs, J. Paul Getty Museum.

Enthusiastic dealers shared positive results:

Bruce Kapson - Los Angeles - "Paris Photo Los Angeles is a brilliant fair! Great national and international attendance for the opening night. Great sales and new collectors from Canada to Australia"

Cherry and Martin - Los Angeles - "Paris Photo LA has been fantastic for us. It has been a pleasure to present Lew Thomas's work to such an intelligent audience. We've made strong sales and important curatorial contacts. One of the exciting things about Paris Photo LA has been talking with many of Lew's artist peers about this work."

In the gallery - Copenhagen - "It went absolutely great! Great new connections with private collectors, good sales. We're coming from so far, but Paris Photo Los Angeles is worth it."

Louise Alexander - Porto Cervo - "Great fair, good attendance, good sales. We have vintages prints on reserve for a huge California museum."

Marc Selwyn - Los Angeles - "We are really happy, great fair, good collectors with a lot of interest for Robert Heineken; we already sold two of his artworks"

M+B - Los Angeles - "Great sales, great connections. We even met new people from Los Angeles!"

OHWO - **Los Angeles** - "You can't ask for a more well attended fair or engaged audience. Paris Photo Los Angeles has delivered. Our solo presentation of works by David Benjamin Sherry has generated intense interest around his practice and we feel that it has resulted in significant momentum for the artist's upcoming solo exhibition with the gallery this November."

Rolf Art - Buenos Aires - "The fair is fantastic! Good connections, good people with a mix from US and Europe."

Von Lintel Gallery - Los Angeles "Phenomenal public interest!" Jamie Lee Curtis highlighted the booth as having one of the best pieces in the fair: "I love Edward Burtynsky's work at Von Lintel Gallery. His perspective on the beauty of nature and its power is very strong. It reminded me of Salgado's *Genesis* at Peter Fetterman. It's a grand perspective, an emotional understanding of life."

Great enthusiasm in Stage 14 - dedicated to 20 young galleries :

AG - Tehran - "Amazing fair both very professional and very fun - this is the best atmosphere I have ever seen in an international art fair. A lot of interest from the art collectors, but also from institutions especially those who want to begin a middle east collection and were curious to discover all my artists. I would definitely come back."

Breese Little - London - "We are very happy! Good sales all to new clients. The audience is very informed. We met private collectors, curators from the SFMOMA as well as the Director of the Virginia Museum of Arts and Christie's International Head of Photographs. We're having a great time here in LA!"

Clémentine de la Féronnière - Paris - "Really great connections, especially collectors from Los Angeles and San Francisco. Paris Photo Los Angeles is the best way to connect with these people. Great fair, great audience."

LAM - Los Angeles - "For our first fair, we feel a great energy. We have met international collectors from Belgium, France, Sweden, and the United Kingdom who have all made their way to LA for Paris Photo Los Angeles. The fair definitely creates excitement and brings a certain cachet."

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CALIFORNIA UNEDITED! curated by Anthony Lepore delighted the public with an exceptional collection of 19th century photographs from the R.J. Arnold Archive. The exhibition was supported by amanasalto.

The INTRODUCING! Young California Photographer Award presented in partnership with J.P. Morgan Private Bank provided an opportunity to identify the talents of tomorrow through the exhibition of the work of six finalists from California art schools. The 2015 Award went to CJ Heyliger of UCLA.

Lisa K. Erf - Jury President, director and chief curator of The JPMorgan Chase Art Collection said, "Great atmosphere for the whole fair. We bought artworks from renowned and emerging artists for our collection. We are very happy with our collaboration with the new directors and our contribution to this year's program." Jamie Lee Curtis, members of the jury said "I was thrilled to be a juror on a prestigious panel of judges for the inaugural J.P. Morgan Private Bank \$5000 contest for young photographers. Paris Photo Los Angeles is a perfect venue to launch the careers of some future artists. I was thrilled with the finalists and very happy with our winner."

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Paris Photo Los Angeles thanks its visitors for their donations in support of UNICEF's relief efforts for the victims of the earthquake in Nepal.

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