

connect / collect

(e)merge art fair
Oct 2-5 2014
Washington, DC

(e)merge

www.emergeartfair.com

GALLERY
PROSPECTUS

A photograph of a crowded art fair event. The scene is set in a grand, ornate hall with high ceilings, chandeliers, and arched doorways. Numerous people are seen in the background, some looking at art or talking. In the foreground, a woman with dark hair is looking down at something in her hands. The overall atmosphere is busy and social.

The **(e)merge art fair** connects emerging-art professionals from around the globe with collectors, curators and cultural decision makers in Washington, DC. Since its launch in 2011, the fair has introduced an authentic quality of art experience to a new generation of art consumers in the prosperous capital region. **(e)merge** promotes relationships between exhibitors and potential clients who are not yet active in other markets.

(e)merge

The fourth edition of **(e)merge** takes place October 2-5, 2014 at the Rubell Family's Capitol Skyline Hotel, in Washington, DC.

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Last year, 80 exhibitors presented rising talent from all over the world at (e)merge. More than 5,500 art supporters engaged with painting, sculpture, digital media, performance and installation works by 150 artists from 30 countries in our *gallery* and *artist* platforms.

The *gallery* platform features participating galleries in guest rooms, on the main level and in other spaces in the hotel. The *artist* platform presents a vetted selection of works by independent artists displayed 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.

The (e)merge 2014 Vetting Committee members are: **Ai Weiwei**, artist, Beijing; **Mika Yoshitake**, assistant curator, Hirshhorn Museum and Sculpture Garden, Washington, DC; and **Jeffreen M. Hayes**, director, Rebuild Foundation, Chicago, St. Louis & Omaha. The 2014 Advisory Committee members are: **Yvonne Force Villareal**, co-founder, Art Production Fund, New York; **José Ruiz**, artist/curator, Present Company, Brooklyn Furthermore, Washington, DC; **Petra Leene**, director, Amstel Gallery, Amsterdam; and **Amy Raehse**, director, Goya Contemporary, Baltimore.

who connects, who collects

“(e)merge is such a great addition to the arts ecology of DC. It generates excitement, knowledge, contacts, and, I dare say, a significant economic impact, as well.”

Dorothy Kosinski

Director of the Phillips Collection, Washington, DC

“For years, the Washington art scene has been a well-kept secret among a limited number of collectors. Because it’s a ground-floor opportunity for new collectors, (e)merge is a real game-changer.”

Frederick P. Ognibene, MD,

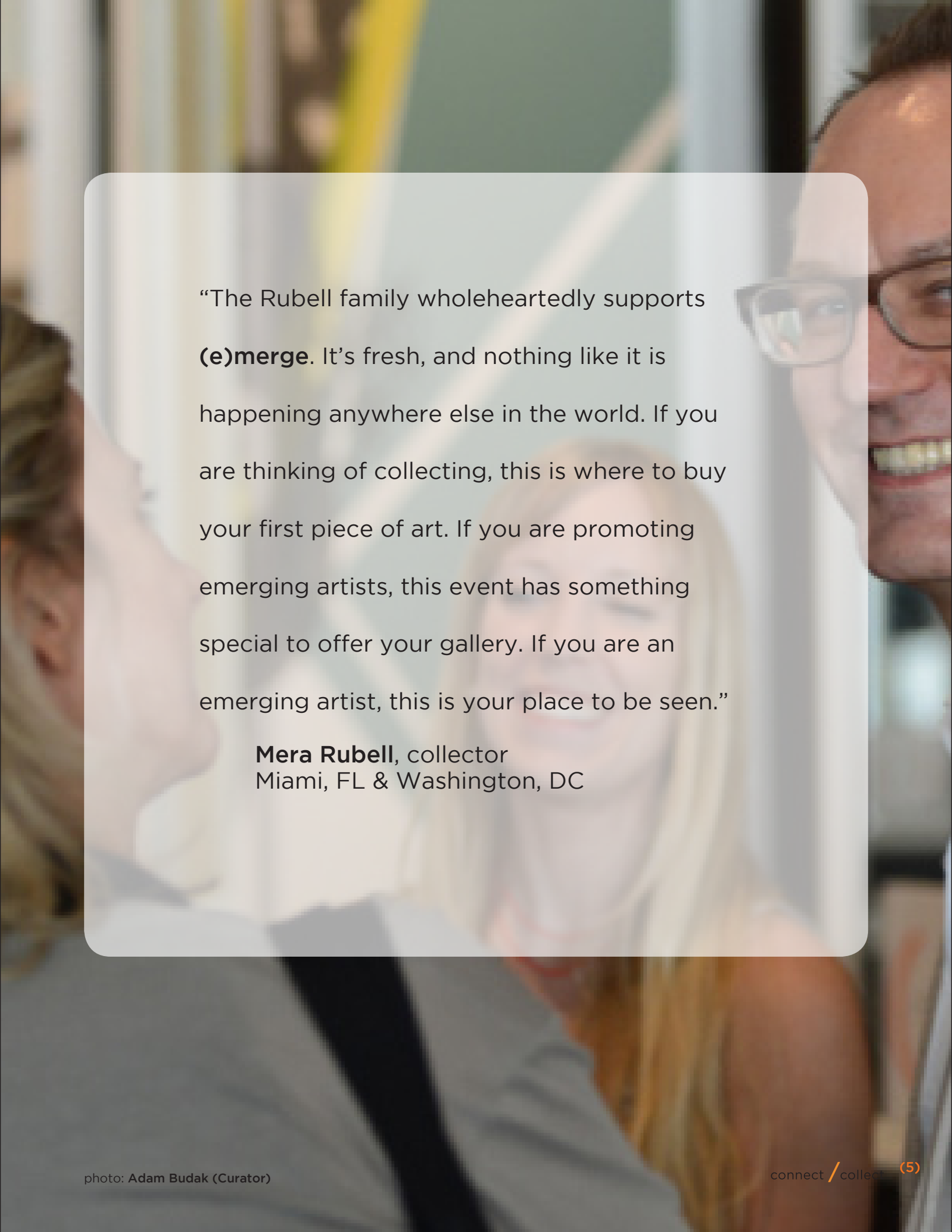
Director of Clinical Research Training, National Institutes of Health; collector, Washington, DC and Miami, FL

“DC is one of the fastest-growing and most prosperous areas in the country, and Washington’s business, tech and collecting communities have rallied to support (e)merge and its exhibitors. With its entrepreneurial spirit and creative energy, this fair can become a model for promoting emerging art and artists everywhere.”

Robert Shapiro, Chairman of Sonecon, LLC; collector, Washington, DC

“DC is the nation’s capital for performance art...With 50-some unrepresented artists performing or participating over the course of the weekend, (e)merge is the biggest event on the calendar for young, untested, or non-commercially viable artists, in Washington or maybe anywhere on the East Coast.”

Kriston Capps, art critic, Washington, DC



“The Rubell family wholeheartedly supports **(e)merge**. It’s fresh, and nothing like it is happening anywhere else in the world. If you are thinking of collecting, this is where to buy your first piece of art. If you are promoting emerging artists, this event has something special to offer your gallery. If you are an emerging artist, this is your place to be seen.”

Mera Rubell, collector
Miami, FL & Washington, DC



hip venue, emerging market

(e)merge 2014 will be held at the Rubell Family's Capitol Skyline Hotel in Washington, DC, a few blocks from the Smithsonian museums on the National Mall. The 1964 building, designed by Miami architect Morris Lapidus, has 200 rooms and an Olympic style swimming pool. Acquired by the Rubells in 2002, "Cap Sky" is a favorite hangout of DC art insiders. Its relaxed vibe creates a perfect setting for gallerists, collectors and artists to meet, conduct business, and socialize while enjoying performance art, live music, panels, cocktails and food.

(e)merge provides inside access to a rapidly expanding cultural market with immense economic power. Metropolitan DC has the strongest economy in the US (Policom Corp.) and boasts 7 of the 10 counties with the highest household incomes in the nation (*Washington Post/US Census Bureau*).

Spending on arts in DC exceeds any other US city (*Washington Business Journal*).

DC has the highest concentration of fastest-growing businesses (Kauffman Foundation) and is currently the hottest tech sector in the nation (*Forbes*). The US capital ranks along with New York, London, Singapore and Hong Kong, among the top 10 most competitive cities worldwide (*The Economist*).

Washington, DC has one of the strongest real-estate markets in the US (S&P/Case Shiller). With the nation's best inventory of large homes (US Census Bureau), the DC metropolitan area has the greatest amount of residential exhibition space in the US.

Washington's powerful job market has created the fastest growing demographic of young professionals in the US. With a median age of 34, DC's population is younger than that of any state in the nation. DC is also the most highly educated urban audience in the country (US Census Bureau). The contemporary collector base emerging in Washington, DC is changing the landscape of the American art market.



spreading happiness: advertising, pr, marketing

(e)merge communicates through strategic marketing in digital, print and social media, including Twitter, Facebook and Tumblr.

We combine local media outreach with an international advertising campaign, featuring ad placements in newspapers, magazines, and art publications, such as *The Art Newspaper*.

(e)merge has garnered wide press coverage in major media publications including *Financial Times*, *The Art Newspaper*, *Performa Magazine*, *Huffington Post*, *Le Monde*, *Washingtonian*, *Artinfo*, *The Washington Post*, *New American Paintings*, and *Washington City Paper*, among others.

Our Advertising and Media Sponsors include: *The Art Newspaper*; MapHook; *DC Magazine*; *BrightestYoungThings*; *The Art Dossier*; The Pinkline Project; *NY Arts* and *Worn Creative*.



friends of (e)merge: vips, cultural partners, host committee

(e)merge hosts a *VIP preview & poolside party* Thursday, October 2, 5-9 pm.

The most prestigious museums and art institutions in Washington, DC are our cultural partners. (e)merge VIPs and exhibitors enjoy exclusive access to curatorial walk-throughs of major exhibitions at **The Hirshhorn Museum and Sculpture Garden, The National Gallery of Art, The Phillips Collection, The National Portrait Gallery, The Corcoran Gallery of Art and The National Museum of Women in the Arts.**

(e)merge is supported by the collectors, philanthropists and business leaders on our Host Committee. List in formation:

Steve & Shari Ashman
Jane & Calvin Cafritz
Carole Feld & David Levy
Izette & Neil Folger
Janice Kim & Tony Otten
Alexia & Roderick Von Lipsey
Eric C. Nastasi & Scott Robinson

Kim & Patrick Nettles
Rose Nosseir & Paul Carter
Frederick Ognibene
Robert Shapiro
Sid Stolz & David Hatfield
Daren Thomas



photo: **Jamie Bennett**, Chief of Staff, *National Endowment for the Arts*; **Dorothy Kosinski**, Director, *The Phillips Collection*, Washington, DC; **Robert Lynch**, President & CEO of *Americans for the Arts*

hot topics at (e)merge

The fair presents an extensive line-up of special projects and performances, including live music, video, design and culinary arts. (e)merge also engages curators, gallerists, collectors, artists and other art world innovators in panel discussions during the fair.

In 2013 (e)merge presented:

“CONNECT: Artists + Community,” Moderator: **Silvana Straw**, Artist/Cultural Organizer/Philanthropic Advisor (Washington, DC); Panelists: **Margaret Boozer**, Director, *Red Dirt Studios* (Washington, DC); **Ryan Frank**, Installation Manager, *The Wassaic Project*, (Wassaic); **James McAnally**, artistic collaborator, *US English*, and Co-Director, *The Luminary* (St. Louis); and **Abigail Satinsky**, Associate Director, *Threewalls* (Chicago). Produced in collaboration with the Transformer FRAMEWORK Panel series.

“COLLECT: Emerging Art,” Moderator: **Klaus Ottmann**, Director of the Center for the Study of Modern Art and Curator at Large, *The Phillips Collection* (Washington, DC) Panelists: **Marina Galvani**, Curator, the *World Bank Art Program* (Washington, DC); **Tony Podesta**, collector (Washington, DC) and **Mika Yoshitake**, Assistant Curator, *Hirshhorn Museum and Sculpture Garden* (Washington, DC).

(e)merge leadership

Leigh Conner is founding director of the **(e)merge art fair** and **CONNERSMITH** gallery. Since CONNERSMITH's establishment in 1999, Ms. Conner has cultivated a roster of international artists whose works push the boundaries of contemporary art. She has advanced the careers of accomplished artists including digital light sculptor, Leo Villareal; performance artists, Mary Coble and Wilmer Wilson IV; and videographer, Janet Biggs. Ms. Conner has directed CONNERSMITH's exhibitions at major international art fairs, including The Armory Show, ARCO Madrid, and Art Brussels. In 2007, Ms. Conner founded *gogo art projects to promote experimental work by emerging artists. In 2009, she launched the Experimental Video program at the Capitol Skyline Hotel. Ms. Conner was born in Atlanta, Georgia and has lived in Washington, DC since 1991. She earned a BS in Advertising and Public Relations from Georgia Southern University. Prior to opening CONNERSMITH, Ms. Conner worked as a private art dealer. She served on the selection committee for the PULSE Art Fair 2007-2010 and currently serves on the selection committee for CONTEXT Art Miami.

Jamie Smith, PhD is founding director of the **(e)merge art fair** and **CONNERSMITH** gallery. Over the past 15 years, she has developed CONNERSMITH's curatorial program, presenting the art of Washington-based artists in dialogue with the art of international artists. In 2001, Dr. Smith established the annual invitational Academy exhibition of work by graduates of DC - Baltimore area art colleges. In 2010, she initiated the (e)merge panel discussion series focusing on needs of emerging artists. Dr. Smith was born in Charlottesville, Virginia and has lived in Washington, DC since 1981. She earned a PhD in the History of Art at The Johns Hopkins University; and bachelors and masters degrees in Art History and in Cognitive Psychology at The George Washington University. Dr. Smith has served as an adjunct professor in Art History at The George Washington University, The Catholic University of America and Hood College. She has received various research fellowships and academic awards. Dr. Smith researches, publishes, and lectures in the US and Europe. She also serves on the selection committee for CONTEXT Art Miami.



photo: Alex Podesta, Self-Portrait as Bunnies (Copies)

where, what, when

Location

The Capitol Skyline Hotel
10 "I" Street, SW
Washington DC 20024

Collector & Press Preview

Thursday, October 2 | 5pm - 7pm

Opening Night Preview

Thursday, October 2 | 7pm -9pm

Public Fair Hours

Friday, October 3 | 12pm -7pm

Saturday, October 4 | 12pm -7pm

Sunday, October 5 | 12pm -5pm



exhibit at (e)merge

(Gallery Applications)

www.emergeartfair.com/exhibitor-services

(Room Information for Galleries)

Galleries may exhibit on the 2nd floor of the hotel in Guest Rooms approximately 300 square feet for \$5,000. | There are a limited number of Suites measuring approximately 600 square feet on the hotel's 2nd floor. Please inquire for rates. | Nonprofit organizations may apply for a single Guest Room for \$2,700. Availability is limited. | On the hotel's Main Level, a limited number of Booths with constructed walls and lights are available for \$5,500 to \$6,500. | In the hotel's Garage, exhibition spaces of approximately 200 square feet without walls are available for \$500. | Exhibitors in Guest Rooms have the option to remove furniture for a fee of \$650, which is charged directly by the hotel. | Exhibitors in Guest Rooms or in the Garage may rent walls and lights from Fair Management. Booth furniture is also available for rental. | To inquire about exhibition options, please contact Leigh Conner (leigh@emergeartfair.com).

(Exhibitor Amenities)

- Exhibitor and set up passes
- A select number of visitor passes to the fair for clients
- VIP lounge with access to collectors and curators
- Free gym and pool access
- Special discounted hotel rates for exhibitors
- Free parking throughout the duration of the fair
- Complimentary high speed wireless internet access
- Inclusion in online catalog and printed fair guide
- Inclusion in relevant marketing and press materials
- Additional onsite security from setup to deinstall
- Access to shipping partner

photo: Mandy Cano Villalobos, Voces (Voices)



photo: **Holly Bass** (Artist); **Sef Palermo** (Founder, Vestibule); **Mera Rubell** (Collector)

team (e)merge wants to hear from you

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(e)merge

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