



**Paris Photo Los Angeles
April 25 - 28, 2013**

**Paris Photo,
Europe's Most Celebrated Art Fair
Focusing on the Photographic Medium,
Launches its First U.S. Edition in
Los Angeles, California**

**A Selection of 80 International Galleries to Come Together at the Historic
Paramount Pictures Studios in Hollywood**

Los Angeles (November 7, 2012)— Paris Photo, Europe's most celebrated art fair for works created in the photographic medium, launches in Los Angeles, California in April 2013.

"Paris Photo's success in Europe since its first edition in 1997 has been overwhelming. At the same time as the division between collectors of contemporary and modern art and collectors of photography has diminished, so too has there been a breakthrough of artists incorporating photography into their artistic practice. Now is the time to bring Paris Photo to the U.S., and Los Angeles is the ideal city in which to launch. Not only is Los Angeles home to the creation of moving images, but the city also boasts a rich history of visual iconography. Further, Los Angeles is now an undisputed international art capital with remarkable museums, a vibrant gallery scene, and art schools. It is a city populated by working artists, engaged collectors, dynamic curators, international art students, and a culturally minded public. We are thrilled to bring Paris Photo to Los Angeles and Paramount Pictures Studios," comments Julien Frydman, Director of Paris Photo.

Paramount Pictures Studios, which is celebrating its 100th anniversary in show business this year, is considered the ideal emblematic location to host the first-ever international extension of Paris Photo. Paramount has forged a significant place in 20th and 21st century cinematic references.

Participants to the Fair will be selected by the following international gallery committee:

Daniel Blau, **Daniel Blau Gallery**, Munich; Frish Brandt, **Fraenkel Gallery**, San Francisco; Philip Martin, **Cherry and Martin**, Los Angeles; Benjamin Trigano, **M+B, Los Angeles**; and Eduardo Brandão, **Galeria Vermelho**, São Paulo.

Applicants will be able to participate in one or more of the Fair's sections, which are being curated around Paramount Pictures Studios' unique and historic venues.

Blue Sky Tank, Main Hall

Located at the entrance to Paramount Pictures Studios by the Melrose Gate and in front of the famous "Paramount Blue Sky," the Blue Sky Tank structure is the Main Hall of the Fair.

New York Street Backlot, Solo Show section

The New York Street Backlot is dedicated to the presentation of approximately 25 cutting edge solo shows. This replica of New York City offers amazing opportunities to present a specific body of work by one artist. Each selected gallery will be allocated one of the exclusive "sets" to create a solo exhibition.

Moving Images

This section will take place in the heart of the Hollywood industry and expand the boundaries between photography and moving images, showcasing work by historical and contemporary artists working in the medium of video.

Platform Paris Photo Los Angeles

Independent curator Douglas Fogle will be organizing the Platform for Paris Photo Los Angeles which will be comprised of special screenings of contemporary moving image works, video and photo-based installations, as well as a series of dialogues with artists and thinkers who have explored the boundaries between the still and moving image in contemporary and modern art. Fogle will also be part of the selection committee of the Moving Images section of the Fair.

Applications are now online at www.parisphoto.com

Galleries that specialize in photography as well as galleries who represent artists working with photography as part of their practice are encouraged to apply to one or more of the Fair's three sections.

In the unique creative environment of Los Angeles, where Hollywood and film inform contemporary art and culture—and its close relation to San Francisco, Latin America and Asian art markets—the city offers an extremely dynamic context for photography and moving images.

Over the past 16 years, Paris Photo has become a significant event for collectors of contemporary and modern art, photography professionals, artists, as well as for a wider audience of art appreciators.

The 2012 edition of Paris Photo, held in the Grand Palais in Paris, will present more than 150 exhibitors and is expected to attract over 50,000 visitors.

Program details for Paris Photo Los Angeles will be announced over the next several months.

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15.18 NOV. 2012 - GRAND PALAIS - PARIS

25.28 APRIL 2013 - PARAMOUNT PICTURES STUDIOS - LOS ANGELES

www.parisphoto.com

Media Contacts:

Justin Conner

FITZ & CO

Justin@fitzandco.com

+1-212-627-1455 x233

Jenny Isakowitz

FITZ & CO

Jenny@fitzandco.com

+1-212-627-1455 x254