



FOR IMMEDIATE RELEASE

May 2, 2016

SPRING MASTERS NEW YORK VIP PREVIEW PARTY

**Thursday, May 5, 2016
Park Avenue Armory, New York City**



Spring Masters New York VIP Preview Party 2015. Image credit: Leandro J./BFANYC.com

WHEN

Thursday, May 5, 2016
5:00 PM – 9:00 PM

WHERE

Park Avenue Armory
643 Park Avenue at 67th Street, New York

WHAT

Spring Masters New York celebrates the opening of its third edition with a **VIP Preview Party** (by invitation only) on Thursday, May 5, 2016 at the Park Avenue Armory. The fair will feature world-class dealers of fine art, design, furniture and jewelry within a unique hexagonal booth layout designed by architect **Rafael Viñoly**. Directors **Michael Plummer** and **Jeff Rabin** of



Artvest Partners bring their extensive experience and innovative strategies in other art businesses to the art fair landscape. Following the VIP Preview Party, the fair will be open Friday, May 6 through Monday, May 9, 2016.

EXPECTED GUESTS

Spring Masters New York attracts leading art world figures, including the following expected guests:

Colin Bailey, Director, Morgan Library & Museum
Damon Brant, Interior Decorator
Jonathan Crockett, Phillips Deputy Chair, Asia
Jamie Drake, Interior Decorator
Andrea Feldman Falcione, Advisor
Leonard & Susan Feinstein, Patron
David & Susan Gersh, Patron
Noah Horowitz, Director Americas, Art Basel
Mark Hughes, Advisor
Simone Joseph, Advisor
Donald B. Marron, Patron
Len Riggio, Patron
Aby Rosen, Patron
Eric Shiner, Director, Warhol Museum
John Smith, Director, RISD Museum
Sue Stoffel, Patron
Terrie Sultan, Director, Parrish Art Museum
Beth Swofford, Patron
Bruce & Robbi Toll, Patrons
Kulapat Yantrasast, whY Architecture
Lori Zabar, Patron

HOSPITALITY

Hospitality is being provided by Canard, Inc., a leading catering and event-planning firm based in New York. For over 20 years, Canard, Inc. has redefined standards in food, service and presentation, providing countless memorable events.

DECOR

Cornucopia Flowers: Cornucopia seeks to make each of its events fresh, unique and personal, creating experiences for clients and their guests through a passionate love of beauty and design.

TICKET INFORMATION

The VIP Preview Party is by invitation only. Tickets for General Admission are available for purchase on-site during the fair or online: <http://www.springmasters.nyc/visit/>.

**VIP Preview Party:**

Thursday, May 5 | 5:00 – 9:00pm
(by invitation only)

General Admission:

Friday, May 6 | 11:00am – 7:30pm
Saturday, May 7 | 11:00am – 7:30pm
Sunday, May 8 | 11:00am – 6:00pm
Monday, May 9 | 11:00am – 6:00pm

About *Spring Masters New York*:

Spring Masters New York was founded as The Spring Show NYC in 2011. Inspired to bring innovation, museum-like quality and an international presence to the fair experience, Artvest Partners acquired The Spring Show NYC in late 2013. Artvest re-conceptualized and rebranded it to foster a dialogue on collecting emphasizing connoisseurship, curation, and the visitor experience. *Spring Masters New York* provides audiences with an opportunity to engage with exceptional works of art and design across cultures and geographic regions, including important 20th century objects. The third edition of *Spring Masters New York* will take place in May 2016, after which the fair's existing dates and location will be used for TEFAF | New York | Spring in May 2017.

About Artvest Partners:

Artvest is an art advisory firm founded by Michael Plummer and Jeff Rabin that counsels private clients, museums, foundations, and Fortune 500 companies on valuations, market projections, acquisitions, dispositions, and business strategies related to art. Additionally, Artvest arranges art financing for private collectors and dealers. Since its founding in 2009, Artvest has guided clients from around the globe on projects in the billions of dollars. In 2013, while consulting for Citibank's Equity Research Group, Artvest concluded a groundbreaking, thirteen-year analysis of Sotheby's that quickly led to activist investors demanding significant change. In 2014, Artvest was named as an Expert Witness for the Detroit Institute of Arts and the City of Detroit in the City's Chapter 9 bankruptcy trial. Since 2014, Artvest has owned and managed *Spring Masters New York*. Through a joint venture with TEFAF | Maastricht, Artvest will be launching two TEFAF art fairs to be held annually at New York's Park Avenue Armory, starting Fall 2016. Plummer and Rabin are two of the leading speakers in the art industry and have lectured extensively and been featured on FOX Business News, CNBC and CNBC Asia. Additionally, their observations on the art market are frequently quoted in *The New York Times*, *The Wall Street Journal*, *Bloomberg*, *Barron's*, the *Financial Times*, *Forbes*, *Fortune*, *The Washington Post*, and *The Art Newspaper*, among others. For more information, please visit: <http://artvest.com/>

Join the conversation with *Spring Masters* on Twitter (@SpringMastersNY), Facebook (Spring Masters, New York), Instagram (@SpringMastersNY), and via the hashtag #SpringMastersNY.

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