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SPRING MASTERS NEW YORK CONCLUDES SUCCESSFUL
SECOND EDITION AT THE PARK AVENUE ARMORY

Visitors praised Rafael Viñoly's hexagonal booth layout, which highlighted sixty-one exhibitors showcasing works from antiquity through the 21st century



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

(New York, NY) May 13, 2015—*Spring Masters New York*, the international art and design fair, concluded yesterday evening after successfully attracting high-quality collectors, exceptional gallery participants, and praise for architect Rafael Viñoly's unique hexagonal booth layout. Held **Friday, May 8 through Tuesday, May 12, 2015** at the historic Park Avenue Armory, the fair highlighted 61 galleries from the US and Europe showcasing works from antiquity through the 21st century.

Directors **Michael Plummer** and **Jeff Rabin** of Artvest Partners applied their extensive experience and innovative strategies in other art businesses to the art fair landscape, creating a fair that responded to the global demand for a high-quality event offering a breadth of material during the peak of the spring art season in New York.

Notable gallerists, art collectors, museum principals, and other arts patrons attended the **VIP Preview Party** on Thursday, May 7, reacting enthusiastically to the expertly curated and thoroughly vetted presentations which reflected the fair's theme of "Juxtapositions—Collecting Across Centuries." Further exploring this theme of cross-category collecting, interior designer **Jamie Drake** curated a standout booth: a contemporary living space consisting of diverse objects and artworks sourced from exhibitors. Drake noted, "The reaction to the booth I designed has been hugely enthusiastic. Fairgoers have been fascinated by the common threads in the pieces I selected."

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On the evening of Friday, May 8, hundreds of young arts patrons visited the fair for **Arts' Night Out**, an opportunity for the next generation of collectors to mingle with the participating dealers. This year's event raised money for ProjectArt, a non-profit organization with a single goal—to put paintbrushes in the hands of young New Yorkers whose schools lack the resources to provide adequate arts education and inspire them to create.

Participating exhibitors spoke highly of their experience at *Spring Masters*:

Hicham Aboutaam, Phoenix Ancient Art: "Joining the fair in the beginning was betting on the right horse. I personally know of international dealers that are waiting to join. We are happy with the sales we've made to clients all the way from Zurich and Paris as well as our New York collectors."

Richard L. Feigen & Co: "We've really enjoyed doing the fair—it's our first year. We saw a lot of great collectors come through from New York and elsewhere."

Audrey Friedman, Primavera Gallery: "For a long time, New York has really needed an important, high-level springtime fair. This fair is it."

Rhonda Long-Sharp, Long-Sharp Gallery: "The experience here was world-class. We placed a number of pieces with collectors from both the US and Europe. The work of Gino Miles was met with great enthusiasm, and the first piece sold within the first five minutes of the opening preview."

Peter Osborne, Osborne Samuel Gallery: "We enjoyed considerable success selling new works by Kwang Young Chun, and we sold the most important work in a group of linocuts from the Grosvenor School, as well as a major Henry Moore. Between meeting top collectors and selling several works, it has been a very satisfactory week."

Dino Tomasso, Tomasso Brothers Fine Art: "It is always ideal to be located within ten blocks of some of the world's best clients. The ease of visiting the fair makes their experience much more pleasurable. The whole ambiance is definitely beneficial for business."

John Martin, John Martin Gallery: "The first night we sold nearly half the stand. Thirteen out of twenty works by Andrew Gifford sold in the first hour. The design of the fair is extraordinary, just brilliant."

Michele Bowman, Bowman Sculpture: "This is probably the best set up of any fair we've done anywhere in the world. It's only our first year exhibiting, but we'll certainly be back."

Simon Teakle, Simon Teakle: "I've sold a broad cross-section of interesting but wearable jewelry ranging from the 18th century through the late 20th century. I love the breadth of exhibitors and the way the fair is laid out because it can give anybody a sense of discovery."

Howard Shaw, Hammer Galleries: "The Viñoly design is wonderful. Across the board, all of our clients who attended gave the design and look of the fair high praise."

Bernard Goldberg, Bernard Goldberg Fine Arts: "It's the most beautiful fair. The layout creates a lot of surprise and discovery, allowing visitors to experience the presentations from different angles."

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Flávio Gianassi, Moretti Fine Art: “For our kind of art, this is the only art fair we will do in New York. The design of the fair is really fresh, providing more attention on the artwork. The mix was really well done.”

Debra Force, Debra Force Fine Art: “We met a lot of new collectors and sold an Edward Hopper watercolor to a European collector. I like the eclectic quality of the show and the people coming through.”

Spring Masters New York Exhibitor List 2015:

ACA Galleries | New York
 Armand Bartos Fine Art | New York
 Avery Galleries | Bryn Mawr, PA
 Bernard Goldberg Fine Arts, LLC | New York
 Betty Krulik Fine Art | New York
 Bowman Sculpture | London
 Browse & Darby | London
 Clinton Howell Antiques | New York
 Coll & Cortés | London & Madrid
 Conner • Rosenkranz LLC | New York
 David Findlay Jr. Gallery | New York
 David Richard Gallery | Santa Fe, NM
 Debra Force Fine Art, Inc. | New York
 Didier Ltd. | London
 Dolan/Maxwell | Philadelphia, PA
 Drake Design Associates | New York
 Drucker Antiques | Mount Kisco, NY
 Forum Gallery | New York
 Galerie Boulakia | Paris
 Galerie Valerie Danenberg | Paris
 Hammer Galleries | New York
 Heather James | Palm Desert, CA
 Historical Design | New York
 Holden Luntz Gallery | Palm Beach, FL
 Jeffrey Henkel | Pennington, NJ
 Jerald Melberg Gallery | Charlotte, NC
 John Martin Gallery | London
 Lillian Nassau | New York
 Long-Sharp Gallery | Indianapolis, IN
 Lost City Arts | New York
 Macklowe Gallery | New York

Martin du Louvre | Paris
 Max ID NY | Sag Harbor, NY
 Michael Goedhuis | London
 Michael Pashby Antiques | New York
 Moeller Fine Art | New York
 Moretti Fine Art | London
 Mullany | London
 Opera Gallery | London
 Osborne Samuel Gallery | London
 Otto Naumann Ltd. | New York
 Phoenix Ancient Art | New York
 Portland Gallery | London
 Primavera Gallery | New York
 Richard L. Feigen & Co. | New York
 Robert Simon Fine Art | New York
 Ronald Phillips LTD | London
 Salon 94 | New York
 Schillay Fine Art | New York
 Simon Teakle | Greenwich, CT
 Soraya Cartategui Fine Art | Madrid
 Sylvia Powell Decorative Arts | London
 The Silver Fund | Palm Beach, FL
 Thomas Colville Fine Art | New York
 Todd Merrill Studio | New York
 Tomasso Brothers Fine Art | Leeds
 Trinity House | New York
 Urban Archaeology | New York
 Vojtech Blau | New York
 Waterhouse & Dodd | New York
 William Siegal Gallery | Santa Fe, NM



About *Spring Masters New York*:

Spring Masters New York was founded as *The Spring Show NYC* in 2011 by the Art and Antique Dealers League of America (AADLA). 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 from antiquity through the 21st century and across cultures and geographic regions.

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 taking sizeable positions in the company. In 2014, Artvest was retained by the Detroit Institute of Arts and the City of Detroit to provide a valuation analysis of the entire collection and to then further serve as an Expert Witness in the City's Chapter 9 bankruptcy trial. Misters 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/>

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For more information, please visit: <http://www.springmastersny.com>

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