



***SPRING MASTERS NEW YORK* RETURNS TO
NEW YORK CITY'S HISTORIC PARK AVENUE ARMORY FOR
SECOND EDITION MAY 8–12, 2015**

**International art and design fair showcases works from antiquity through the
21st century within architect Rafael Viñoly's innovative fair layout**



Spring Masters New York 2014 featuring layout by architect Rafael Viñoly.
Image credit: Sarah Merians Photography & Video Company.

(New York, NY) **November 24, 2014**—The second edition of *Spring Masters New York* will take place at the Park Avenue Armory from **Friday, May 8 through Tuesday, May 12, 2015**, featuring 65 leading international art and design galleries. Marking a significant evolution of the fair model, *Spring Masters* presents exceptional works of art and design in a contemporary context.

Now in its second year, *Spring Masters* has established itself as an important destination on the spring art world calendar, responding to the global demand for a high-quality fair that offers a breadth of material, during this active time in the auction season. 2014 exhibitors praised the inaugural year's quality of collector turnout, diversity of work on view, and groundbreaking, hexagonal layout by award-winning architect **Rafael Viñoly**.

Spring Masters directors **Michael Plummer** and **Jeff Rabin** of Artvest Partners bring their combined knowledge of the gallery business to the art fair landscape. "The trend has become increasingly clear—collectors are looking to visit cities with convergent art events so that they can experience the best of both worlds: art fairs and auctions at the same destination," said Jeff Rabin, co-Director of *Spring Masters New York*.



Spring Masters' inaugural edition in May 2014 introduced the fair's signature design by Rafael Viñoly, representing the most dramatic change in the Park Avenue Armory's fair format in three decades. The hexagonal booths provide a new framework within the iconic Drill Hall, fostering a dialogue between the diverse periods and styles of work on view. The non-linear format of the fair creates unexpected juxtapositions between painting, sculpture, and design objects across the centuries.

"Going back to the Grand Tour, the greatest connoisseurs have collected across centuries, from the arts of Antiquity to the works of their contemporaries. *Spring Masters New York* was created to reinvigorate this concept," said Michael Plummer, co-Director of *Spring Masters New York*.

The fair will feature expertly curated and thoroughly vetted presentations by exhibitors from the U.S. and Europe, to be announced in early 2015.

About *Spring Masters New York*:

Spring Masters was founded as *The Spring Show NYC* in 2011 by the Art and Antique Dealers League of America (AADLA). In late 2013, following demand from international dealers that the fair be expanded beyond AADLA members; it was acquired by Artvest Partners.

Artvest Partners re-conceptualized and rebranded the fair to foster a dialogue on collecting and the experience of traditional art. *Spring Masters* emphasizes connoisseurship, curation, and the visitor experience, and 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. Artvest Partners' vision is to bring innovation and museum-like quality to the fair experience, and to reassert the significance of traditional works, providing historical and visual context for Contemporary Art.

About Artvest Partners:

Artvest is an advisory firm, founded by Michael Plummer and Jeff Rabin that provides business and investment services for the art market. With three decades of experience in art, marketing, and finance, including the rebranding of both Christie's and Sotheby's, Artvest offers custom strategies to its clients for structuring and managing art businesses and investments. Artvest has been an advisor to Citibank's equity research group in their coverage of Sotheby's stock. The firm fills a need in the industry by introducing a disciplined business and financial focus for collectors and businesses at all stages of engagement with the art market.

For more information on Artvest, please visit: <http://artvest.com/>

About Rafael Viñoly:

Rafael Viñoly's forty-five year architectural practice in the United States, Latin America, Europe, Asia, Africa, and the Middle East has been driven by the belief that the essential responsibility of architecture is to elevate the public realm. His deepest focus has been on maximizing opportunities for civic engagement.



Viñoly has completed many critically acclaimed civic projects as well as private and institutional commissions. His work encompasses courthouses, private residences, performing arts venues, and important museum projects, including an expansion for the Cleveland Museum of Art, one of the nation's leading cultural institutions, along with the Brooklyn Children's Museum and the Nasher Museum of Art at Duke University. His museum projects represent an understanding of the importance of space, light, and flow to the presentation and experience of art.

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Spring Masters | May 8-12, 2015 | Private Preview: May 7, 2015

For more information on *Spring Masters*, please visit: <http://www.springmastersny.com>

We invite you to 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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