

FRED TORRES COLLABORATIONS

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THE DEBUT OF PULSE LOS ANGELES

SEPTEMBER 30 - OCTOBER 3, 2011

Private Preview Friday, September 30, 12 pm - 2pm (registration required)

The Event Deck at L.A. LIVE

1005 West Chick Hearn Court, Los Angeles, CA

The newest edition of the leading series of PULSE Contemporary Art Fairs brings sixty exhibitors from Asia, Europe, and the Americas to Los Angeles' spectacular rooftop venue, The Event Deck at L.A. LIVE, where its more than 100,000 square feet of indoor and outdoor space is surrounded by vistas of the Downtown area. In recognition of its launch, coinciding with the Getty Foundation's Pacific Standard Time, the new fair supports several local non-profit and alternative exhibition spaces.

Galleries from diverse locales such as Tel Aviv's Zemack Contemporary Art, Mexico City's ANTENA ESTUDIO, Habana's Factoría, and Tokyo's MEGUMI OGITA GALLERY; along with leading New York galleries such as Mixed Greens, P•P•O•W, SCHROEDER ROMERO & SHREDDER and Von Lintel Gallery will bring the works of pioneering artists to Los Angeles. Local leaders such as Luis De Jesus Los Angeles, and Mark Moore Gallery will join a special presentation of nearby non-profits to present the vanguard of Angeleno artists while highlighting emerging young talents.

While browsing the sixty exhibitors, guests are encouraged to visit the Studios GO-designed Air Lounge, and relax within the VIP lounge created by OPENHOUSE GALLERY. Visitors will be treated to over 15 special projects including

the Martin Durazo installation MAX-NIGMATIX courtesy of Luis De Jesus Los Angeles; Daniela Comani's It Was Me: Diary 1900-1999, recently on view at the 54th Venice Biennale and presented by Los Angeles' Charlie James Gallery;

and Ted Riederer's The Resurrectionists, courtesy of New Orleans' Jonathan Ferrara Gallery and PULSE's Official Shipping Company, Elizabeth Stevens & Co.

PULSE PLAY>, the fair's ongoing series of curated video exhibitions, brings INDUSTRY OF FETISH, curated by Dossier Journal and Skylight Projects, New York; along with "I'll leave the stones here, but I'm taking the dream with me", (from Fischli and Weiss' film The Right Way) curated by Stanya Kahn for ARTIST CURATED PROJECTS, Los Angeles. Further afield, a special presentation of three projects will be on view at Hotel Partner The Standard, Downtown LA and Hollywood, including Brice Brown's Service Everyday (Dish Queens) courtesy of SCHROEDER ROMERO & SHREDDER, New York; Dave Kinsey's mural Prospects of Despair II, courtesy of Joshua Liner Gallery, New York; and the Noemi Lafrance short dance film Melt, courtesy of Black & White Gallery/Project Space, Brooklyn, and Sens Production.

The fair will open with a Private Press and VIP Preview on Friday, September 30 from 12 pm - 2 pm. Access is limited to registered guests.

PULSE

PULSE Los Angeles, the newest addition to PULSE Contemporary Art Fairs, celebrates the creative energy and growing art market of the West Coast. Through its annual editions in New York, Los Angeles and Miami, PULSE provides a unique platform for diverse galleries to present a progressive blend of renowned and pioneering contemporary artists, alongside an evolving series of original programming. The fair's distinctive commitment to the art community and visitor experience makes PULSE unique among art fairs and creates an experience that is both dynamic and inviting. PULSE Contemporary Art Fairs are a division of Ramsay Fairs. The world's largest producer of contemporary art fairs, Ramsay Fairs is co-founder of Art HK, Asia's largest fair; co-owner of the India Art Fair; and owner of the Affordable Art Fair, held in ten cities internationally.