



ArtHamptons Launches its Fifth Annual Art Fair

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by Sage Cotignola

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BRIDGEHAMPTON, NY

ArtHamptons launches its Fifth annual art fair in the Hamptons tonight when it opens its doors for two successive art parties. The fair will be held from July 13 to 15 on the grounds of Nova's Ark Project in Bridgehampton. An online version runs from July 11 to July 29 through ArtHampton's website.

This is the first year ArtHamptons is being held at Nova's Ark Project. The sprawling 95 acre property exhibits the art of its founder, Mihai Popa, known as Nova (1928-2009). (See separate Hamptons Art Hub story)

Like every year, ArtHamptons will roll out the red carpet for art lovers. There will be plenty of parties, celebrity appearances, artist honors, panel discussions, special events and around 80 galleries exhibiting art. Over 9,500 people attended ArtHamptons last year, according to the art fair. The move to the Ark Project was made to accommodate anticipated growth in attendance.

ArtHamptons has emerged as one of the premiere summer must-attend events," said Rick Friedman, president of Hamptons Expo Group who produces ArtHamptons.



The fair is structured to connect with the Hamptons art community. "We live here," said Friedman. "We are local. The fair is for locals, it's produced by locals and it celebrates the art community here and its history as an art colony."

This year, the fair honors and celebrates Jackson Pollock's centennial of his birth. Fairgoers will walk through a Pollock-inspired entrance, complete with fresh paint drips made by visitors attending the opening parties.

The lobby will feature photos of Pollock making paintings in his Springs studio. Two replicas of the drip paintings appearing in the movie "Pollock" will also be on view.

A separate party will be held on Saturday from 6 to 8 p.m. (\$75). The event features the performance "BodySite" by performance artist Andrea Cote.



Additional fundraising events benefit LongHouse Reserve in East Hampton and East End Hospice in Westhampton Beach.

Special celebrations and events unfold all four days of the fair. Tonight are two VIP preview parties. Events begin mid-day and continue into the evening. A full schedule is available on the fair's website. Highlights include:

- Photographer Lisa Frank will greet visitors on Friday from 5 to 6 p.m. at Mark Borghi Fine Arts Booth. Her photography installation "*Barack Obama: The Freshman +1*"
- Kristian Verono performance with live models on Friday at 4:30 p.m. and 7 p.m.
- Painter Ed Moses Receives Lifetime Achievement Award on Saturday from 1 to 2 p.m.
- Actor and art collector Cheech Marin receives the Arts Patron of the Year Award on Saturday from 2 to 3 p.m. at the Thomas Paul Gallery booth
- The 20th Annual Hamptons Tea Dance will be held on Saturday from 4 to 8 p.m. Donation begins at \$150. Benefits Empire State Pride Agenda and their efforts to win equality and justice for lesbian, gay, bisexual and transgender New Yorkers.

ArtHamptons focuses on Modern and Contemporary Art. Galleries are international and national with a strong showing of NYC galleries and galleries from the Hamptons.

The art in the fair is off the charts," said Friedman. "There's so much happening that jaws will be dropping."

Hamptons galleries include Birnam Wood Galleries (East Hampton); Mark Borghi Fine Art (Bridgehampton and NYC); McNeill Art Group (Southampton); Nova's Ark Project (Bridgehampton); Peter Marcelle Gallery (Bridgehampton), Richard J. Demato Fine Arts Gallery (Sag Harbor) and Tulla Booth Gallery(Sag Harbor).

A few noteworthy galleries include ACA Galleries (NYC), Babcock Galleries (NYC), Jason McCoy Galleries (NYC) and Yares Art Projects (Sante Fe, NY), according to Rick Friedman. ACA Galleries is one of the oldest run galleries in NYC; Yares Art Projects is presenting art valued in the millions. This includes works by Milton Avery, Helen Frankenthaler and more.

Babcock Galleries is presenting a 24 foot mural by Marilyn Dintenas. The work, "A Thousand Kisses Deep," features a kaleidoscope of particles, waves and atoms. Jason McCoy Gallery directly links to art history and to his year's fair, said Friedman.

"He's showing work by his aunt and his uncle," said Friedman. "Lee Krasner and Jackson Pollock."

Here's a preview of some of the art to be exhibited at ArtHamptons:



"Yellow Over B" by Ed Moses, 2012. 30 x 24 inches.
Courtesy Mark Borghi fine art.



"Antlers" by Carl Melegari. Oil on canvas, 36.2 x
24 inches. Courtesy Edgar Modern.



"Harmonic Hues" by Marylyn Dintenfass.
Courtesy Babcock galleries.



"La Reyna De Las Masotas," 2011. Courtesy
Thomas Paul Fine Art.



"Road Map" by Annelle Gelman.



"Yin & Yang" by Niki de Saint Phalle. Courtesy
Vicky David Gallery.



"Obama" by Lisa Jack.



"Alber Elbaz for Lanvin" by Liu Bolin, 2011. Photograph,
57.5 x 78.75 inches.

BASIC FACTS: ArtHamptons will be held from July 13 to 15, 2012 at Nova's Art Project, 60 Millstone Rd (off Scuttle Hole Rd.), Bridgehampton, NY. The art fair launches tonight at 5:30 with an Opening Preview Platinum Party benefiting LongHouse Reserve. A VIP Opening Preview Reception opens at 7 p.m. (tonight) and runs concurrently. Proceeds also benefit LongHouse Reserve.

Fair tickets are \$25 per day or \$40 for a three-day pass. See www.arthamptons.com for fair details.

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