



# Miami Project & Art on Paper Create a new Hot Spot for Miami Art Week

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by Pat Rogers

Don't look in the Wynwood art district for Miami Project in December during Miami Art Week 2015. Instead, find the fair waterside along Collins Avenue at 73rd Street, a stone's throw away from the historic Deauville Beach Resort. While there, don't expect to find NADA at the Deauville. (They have moved across town to the Fontainebleau Miami Beach). Instead, Art on Paper will unveil its inaugural Miami edition at the art deco Deauville Beach Resort creating a pair of art fairs to see that are steps away from each other.

Miami Project and Art on Paper are both produced by Art Market Productions of Brooklyn. Art on Paper made its debut in New York City during Armory Art Week in March 2015. The fair was presented at Pier 36 in Downtown NYC.

The Miami Project move from Wynwood signifies a break away from streets lined with art fairs to become an art fair destination of its own. The new location positions Miami Project closer to Art Basel Miami Beach. Now geographically paired with the Art on Paper Miami, it's a cinch art fair goers will be inclined to give both fairs a look.

Even before the Art on Paper Miami became an expected reality, the Miami Project move is a signifier growth is on the way. Miami Project reports a record attendance of over 25,000 visitors to its 2014 edition. They expect to increase attendance for their 2015 fair, according to Lauren Radin, communications for Art Market Productions. The move is, in part, preparation for growth. The move also aims to provide easier access for fair goers, she said.

For its fourth edition in December 2015, the fair will feature 70 top galleries from around the world in a bright and airy beachside Pavilion. The Selection Committee vetting exhibiting galleries to Miami Project are New York City gallerists Pavel Zoubok of [Pavel Zoubok Gallery](#) and Jeffrey Lee of [RYAN LEE](#) and San Francisco gallerist Catharine Clark of [Catharine Clark Gallery](#).

While the surroundings from a commercial art and design district to a beachside one changes the exterior setting, the interior fair presentation will remain constant. Miami Project plans to present the same airy and art viewing friendly setting beneath a white tent presented in prior art fair editions. What will change is the option to stroll along the beach to fair hop instead along a sidewalk.



At Miami Project 2013.

Details on Art on Paper Miami have not been released yet.

The New York inaugural edition of Art on Paper presented 55 galleries and drew 18,000, according to Art Market Productions. The fair features works on paper that “challenged the nation of what a work on paper can be” and included sculpture, drawing, painting, photography, large-scale installation and drawings, according to the fair. [Art on Paper New York](#) will present its second edition March 3 – 6, 2016 at [Pier 36](#) in Downtown Manhattan.

Exhibiting galleries in Art on Paper New York 2015 included Chelsea / Hamptons galleries [Birnam Wood / Galleries](#) and [Kathryn Markel Fine Arts](#). Both will be exhibiting in Market Art + Design in the Hamptons in July 2015.

For the Hamptons art fair, Art Market Productions has also switched things as well. The 2015 edition incorporates a curated and high-end design selections from the international community in addition to contemporary and modern fine art. To acknowledge the change, the fair’s name was changed from Art Market Hamptons to Market Art + Design.

The fair also relocated from the Bridgehampton Historical Society grounds to Fairview Farm at Mecox in Bridgehampton. Market Art + Design will now be waterside, providing serene natural views to compliment the art and design inside.

#### **BASIC FACTS:**

**Miami Project** will be presented December 1 – 9, 2015 at 7275 Collins Ave, Miami Beach, FL 33141. [www.miami-project.com](http://www.miami-project.com).

**Art on Paper Miami** will be presented December 1 – 9, 2015 at the Deauville Beach Resort, 6701 Collins Avenue, Miami Beach, FL 33141. [www.thepaperfair.com](http://www.thepaperfair.com).

**Market Art + Design** will be presented July 9 – 12, 2015 at Fairview Farm at Mecox – 19 Horsemill Lane, Bridgehampton, NY 11932. [www.artmarkethamptons.com](http://www.artmarkethamptons.com)

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