

Talking With: Max Fishko on Adding Design to Market Art + Design

July 9, 2015

by Pat Rogers

Art Market Productions arrives to The Hamptons to open its 2015 edition with a new name, new location and a new expanded focus for its contemporary art fair. Renamed Market Art + Design, the Hamptons art fair is set upon the waterfront location of Fairview Farm at Mecox Bay in Bridgehampton. The fair opens July 9, 2015 with a Preview Benefit from 5 to 10 p.m. Market Art + Design will be held from July 11 - 12, 2015.

The fair's name change from Art Market Hamptons to Market Art + Design reflects the incorporation of a curated selection of international and national designers to contemporary fine art fair. The change is also reflected in this year's Preview Benefit beneficiary: The Peconic Land Trust.

Based in the Hamptons, Peconic Land Trust (PLT) works with landowners, municipalities and communities to conserve and preserve working farms, natural lands and the heritage they represent on Long Island. They also work with en plein air artists [Plein Air Peconic](#), a group of painters and photographers who express the beauty of preserved vistas found on Long Island through their art.

Inside the 2015 fair, visitors can expect design in the form of objects and furniture. In many cases, designs incorporate fine art practices into their philosophies to create works that can be considered functional fine art.

Market Art + Design is presented by Art Market Productions. The fair producer is rapidly expanding and has added two new fairs in 2015: Art on Paper New York and Art on Paper Miami. Like Market Art + Design, the new fairs have a pointed focus versus fine art in general. In addition, Art Market Products presents Miami Project, Texas Contemporary, Seattle Art Fair and Art Market San Francisco.

Pat Rogers from Hamptons Art Hub had a virtual conversation with Market Art + Design director Max Fishko to reveal the reasons for the change to their Hamptons art fair and what visitors can expect to find in this inaugural edition.

HAH!: Why did the fair decide to switch its focus from fine art to art and design?

MF: We are constantly working to evolve the art fair to keep pace with the local arts community. The East End has very involved and engaged group of collectors. The challenge, as always, is to stay in tune with what makes the Hamptons such a unique and special place. The integration of a

design element is meant to enhance the collecting experience for our visitors.

We work with a large audience, and the tightly curated object and furnishing focused Design element means a wider selection of beautiful and interesting things for our visitors to acquire. We also work with a fantastic group of local designers in the Hamptons, and the deepening of those relationships alongside our new partnership with *Hamptons Cottages & Gardens* really made this the right time to do something new.



Max Fishko, Market Art + Design Director and Managing Partner of Art Market Productions.

H AH!: What was the fair seeking when curating its design element? For instance, it's been mentioned that one exhibitor is presenting work where the "hand of the artist" is part of the designer's signature. Does this quality run throughout the selection?

MF: I think Market Art + Design visitors will encounter a wide breath of contemporary design focusing on elegant, graceful, and inherently useful objects. Each of our design exhibitors has their own unique story, and I know their exhibitions will incredible expositions upon those ideas. To me, the best part of all of this is that the gallerists themselves will be there all weekend to speak about their concepts directly to fair-goers.

H AH!: Was the incorporation of design (and art fair name change) meant to reflect on The Hamptons and / or incorporate another aspect of the arts community into your Hamptons fair?

MF: We are seeing more confluence between Fine Art and Design throughout the art world than ever before. If you look at fairs like Design Miami you can see that we have great company within the concept. We're excited to bring these great ideas to the East End this year!

H AH!: Can you describe some of the changes for your 2015 art fair?

MF: We've made some exciting changes this year. Our new location at Fairview Farm on Mecox Bay afforded us more space than we've had available in our previous location, and we're taking advantage of our expansion with the integration of a tightly curated Design component.

HAH!: Which designers and exhibitors are present in the inaugural edition of Market Art + Design?

MF: Local makers and some beautifully curated object-focused shops (including the McNally Jackson Store, Goods for the Study & Picture Room) will be joining our modern and contemporary art galleries. We're thrilled to be working with Kathy Grayson's The Hole, Sasha Wolf Gallery, and Winston Wächter Fine Art for the first time this year. We're welcoming back many of our previous exhibitors including Bernard Goldberg Fine Arts, Lyons Wier Gallery, Freight + Volume, Muriel Guépin Gallery, Mindy Solomon Gallery, 101/Exhibit and Steven Harvey fine art projects.

HAH!: Is there anything else you'd like to add?

MF: I'm also thrilled about our new partnership with Peconic Land Trust. The trust will be our Beneficiary Partner this year, and we're looking forward to supporting the important work they do with landowners, municipalities, and communities to conserve Long Island's working farms and natural lands.

BASIC FACTS: Market Art + Design will be presented from July 9 - 12, 2015 at Fairview Farm at Mecox Bay, 19 Horsemill Lane, Bridgehampton, NY 11932. The fair is open Friday and Saturday from 11 a.m. to 7 p.m. and on Sunday from noon to 6 p.m. To purchase tickets, click [here](#). For exhibitor and event information, visit www.artmarkethampton.com.

The Opening Night Preview benefiting the Peconic Land Trust will be held Thursday, July 9, from 5 - 10 p.m. Patron VIP entry begins at 5 p.m. Entry for VIP Pass or Fair Pass holders begins at 7 p.m.

On Saturday, The Peconic Land Trust (PLT) presents the panel discussion "Connecting Art & Conservation" from 3 to 5 p.m. with panelists PLT President John v.H. Halsey, PLT Vice President Rebecca Chapman, Plein Air Peconic artists Gordon Matheson, Casey Chalem Anderson and Kathryn Szoka, Laura Grenning of Grenning Gallery, and artist Marc Dalessio. The panel is moderated by Hamptons Art Hub Publisher & Managing Editor Pat Rogers.