

Talking With: Kelly Freeman on Market Art + Design's Return Home & The Fair About to Unfold

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by Pat Rogers

Market Art + Design returns to its roots when it opens its 2016 edition at the Bridgehampton Museum grounds. Held July 7 - 10, 2016, the 2016 is a homecoming of sorts after last year's presentation at Fairview Farm at Mecox at the edge of Bridgehampton and Water Mill.

The art fair launched in 2010 as artMRKT Hamptons and opened with a strong inaugural art program on the Bridgehampton Historical Society's grounds. Since then, name changes have taken place for both organizations. What hasn't changed is Art Market Production's commitment to presenting a quality curated art fair of contemporary and modern art in The Hamptons and now New York City, Miami, Seattle, San Francisco and Texas.

In Bridgehampton, while the white fair pavilion was receiving its final touches and exhibiting galleries began riding in, Kelly Freeman, Director of Art Market Productions, took a moment to talk with Pat Rogers of Hamptons Art Hub to reflect on the art fair about to unfold.

Freeman joined Art Market Productions in 2014 and currently directs the company's national fair platform. A graduate of Dartmouth College, Freeman has an extensive background in both fine art and finance. After several years with UBS Private Wealth Management, Freeman moved into the New York City gallery scene working with Galerie Lelong, PPOW and Morgan Lehman.

Pat Rogers: For 2016, Market Art + Design returns home to the grounds of the Bridgehampton Museum. Why the return and how did this come about?

Kelly Freeman: Last year's location was stunning, but you really can't beat being in the center of town. We're looking forward to lots of bustling Bridgehampton foot traffic. Also, our fair expanded this year and our 2015 location was not going to be large enough to accommodate the increase in size. We're happy to be back!



Kelly Freeman, Director of Art Market Productions.

PR: What advantages does the location hold for presenting the fair?

KF: The size was really the deciding factor for us. The Bridgehampton Museum has the flexibility we needed for this year's expanded roster of galleries and designers.

PR: In this year's edition, there are 50 art galleries presenting modern and contemporary art. What kind of mix between the two will be found among the exhibitors?

KF: The fair has a great cross-section of modern and contemporary. Even within some booths, it's possible to see one era in conversation with another. I'd say the fair leans slightly more contemporary, but we're still in the middle of install so we'll have to update you later tonight when the artwork is in place.

PR: Design was introduced last year as a focus with object and furniture design presented. This year, there is a focus on jewelry. Why jewelry? How does it compliment fine art?

KF: We've collaborated with the Palm Beach Show Group to produce *jewelbox* - the fair's focus section that focuses on jewelry and object-oriented design, featuring the finest in contemporary and vintage jewelry and design from across the country. *jewelbox* explores the boundaries between classical and contemporary, reflecting a special light on diverse mediums of art and art making.

PR: Will there be other types of design at the fair?

KF: You'll see lighting, furniture, and more object-oriented design.

PR: The fair kicks off with a VIP Preview at 6 p.m. on Thursday. What are some highlights?

KF: Great music, excellent food and drink from some of Brooklyn's hottest restaurants, but more importantly a First Look at Market Art + Design 2016. This will really be a moment to make important acquisitions ahead of the weekend rush.

PR: What are you looking forward to the most for the 2016 fair?

KF: For our team it's always incredible to watch a fair come together. This is our sixth year in Bridgehampton, so it feels like coming home. I'm looking forward to continuing the very current dialogue taking place between the fields of art and design. This fair is right at the epicenter of an important movement for both, and we're happy to share this special moment with the great collectors and patrons who make the Hamptons such an amazing place to build an art fair.

BASIC FACTS: Market Art + Design will be held from July 7 - 10, 2016 on the grounds of the Bridgehampton Museum, 2368 Montauk Highway, Bridgehampton, NY 11932. The VIP Opening takes place on July 7, 2016 from 6 to 10 p.m. www.artmarkethamptons.com.

Hamptons Art Hub readers can receive a Complementary VIP Pass to Market Art + Design by clicking [Here](#).

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