

- FOR IMMEDIATE RELEASE -

Pioneering New Art Dealers Alliance (NADA) Art Fair Miami Beach 2009 Heads North With Dynamic New Presentation To Historic Deauville Beach Resort, December 3-6, 2009

- The World's Top Emerging Galleries Convene for NADA's Seventh Edition -

MIAMI BEACH, FL - Set to return for its 7th edition, the NADA Art Fair is highly recognized as the preeminent exhibition featuring the world's most significant emerging art galleries. Featuring 80 galleries from 30 cities worldwide, the fair celebrates new and innovative contemporary art from rising talents around the globe. No other art fair has been able to match our quality, style, and attitude.

Organized and run by the New Art Dealers Alliance (NADA), the NADA Art Fair Miami Beach 2009 will be presented in the expansive Napoleon and Richelieu Ballrooms of the Deauville, a full-service beachside resort, conveniently located on Collins Avenue and the beach just north of the Art Deco District and the Miami Beach Convention Center. Featuring distinctive MiMo architecture, the Deauville boasts a glamorous past, hosting Sinatra and the Rat Pack, as well as the Beatles at their second US performance ever, broadcast live on the Ed Sullivan show direct from the Napoleon Ballroom. Carrying on the resort's tradition of showcasing the world's top emerging talent, NADA will now transform the Deauville into one of the foremost destinations for contemporary art. In addition, daily events and performances will be presented poolside as well as in the Deauville's retro chic jazz club and intimate 200-seat theatre.

2009 Exhibitor List (<http://newartdealers.org/miami/2009/exhibitors.php>)

7 For All Mankind Booth Prize

This year we are pleased to announce that we will be awarding the 7 For All Mankind \$7,000 Booth Prize to one of our exhibitors, chosen by Jury. The Prize Winner will be announced after the Opening Preview on Thursday December 3, at 5pm.

New Art Dealers Alliance (NADA) and Grolsch present SwingArt Award 2009 winner Olaf Breuning.

The SwingArt Award commissions an artwork from a living artist to grace a limited edition collectible bottle. 1,615 bottles will be gifted to Opening Preview Guests on December 3, 2009, in honor of the founding of the Grolsch Brewery. Grolsch will host the SwingArt party on Saturday December 5th poolside at the Deauville to celebrate Olaf Breuning, and recent collaborations with NADA and The Green Art Center Miami.

Let's talk: Reinvention will highlight the ideas and work of professionals who are currently catalyzing productive change in the art world, bringing together an innovative line-up of speakers, including Flood, Matthew Higgs, Mari Spirito, Franklin Sirmans, Nato Thompson, and Heidi Zuckerman Jacobson. Daily programs start at 2pm and include video screenings, presentations and discussions, moderated by Kate Fowle, Executive Director of iCI.

Video Screenings:

December 3-5: 2-3pm, *Projection* curated by Cleopatra's present *Projection*, 3-minute, black and white silent videos, produced in response to the phrase *FUTURE TENSE*, from 30 emerging artists and filmmakers. 3-4pm, iCI will present sneak previews from their upcoming exhibition *Project 35*, which brings together artists videos selected by 35 international curators.

Panel Discussions:

Thursday, December 3: 4-5pm, *New Audiences, New Styles, New Languages*, Panelists

Friday, December 4: 4-5pm, *Creating and Supporting Hybrid Practices*

Saturday, December 5: 4-5pm, *The Survivors Club* iCI hosts a cocktail hour and impromptu conversation forum.

Question Time:

Thurs & Fri, December 3-4: 5:30-6pm, *Ask Matthew!* Matthew Higgs, Director and Chief Curator of White Columns, will be answering 10 of your burning questions. Art Fair visitors and exhibitors alike will be asked to submit questions in advance at drop boxes located throughout the fair.

Lounge hosted by Corcoran Gallery of Art and College of Art + Design

Showcasing Alumni work, the lounge will include furniture designer Marc Ross of Spectrum West and artist Akemi Maegawa who have collaborated on the design of the space. Corcoran will be hosting an Alumni Panel, Friday December 4, 2-3:30pm, moderated by Kirk Pillow, Provost and Dean of the College of Art + Design. Organized by Alumni Relations and Development Officer Shahdeh Amjadi.

Cumulus Studios Poolside Lounge

Visitors to the fair will have the opportunity to play a game of Ping Pong or Croquet or simply relax. Founded in 2008 by Nathalie Karg, Cumulus Studios provides established and emerging contemporary artists with the opportunity to create functional objects for the outdoors. The collection encompasses furniture, games, sport and garden utility. Objects and artists will include a scarecrow by Georg Baselitz, a croquet set by Mark Dion, a garden gnome by Jim Drain, a swing by Adam McEwen, some folding stools by Marcel Odenbach, an outdoor fireplace by Nathan Mabry, a birdhouse by Andrew Miller, lighting by Leo Villareal and further surprises.

Volunteer Lawyers for the Arts (VLA) presents *Ask a Lawyer* with Executive Director Elena M. Paul

Elena M. Paul, Esq. is the Executive Director of the Volunteer Lawyers for the Arts. Since 1969, VLA has been the leading provider of *pro bono* legal services, mediation services, educational programs and publications, and advocacy to the arts community. In addition to overseeing all of VLA's programs and services, Ms. Paul counsels and represents artists and arts organizations, specializing in corporate and contractual matters. She will be available for Q&A.

Y Gallery Presents *Mexican Contemporary Art And The Perverted Modernity*

Saturday December 5th, 6pm: Aldo Sanchez, Independent Curator and Program Coordinator at the Mexican Cultural Institute of New York, will review the work of Mexican and international artists residing in Mexico for the past two decades. He will also reflect on artistic strategies that use the city as a laboratory for experimentation as well as the fissures in the legal framework that enable artists to carry out projects that would be impossible were they in a different context. Shamim Momin, Founder and Director of Los Angeles Nomadic Division, will also discuss and upcoming large-scale commission of Mexican art, and the goals and future of this new organization.

Dates & Times:

Opening Preview by Invitation:
Thursday, Dec 3; 10am to 2pm

Open to the Public:

Thursday, Dec 3; 2pm to 8pm
Friday, Dec 4; 10am to 8pm
Saturday, Dec 5; 10am to 8pm
Sunday, Dec 6; 10am to 4pm

Admission:

Daily admission will remain free and open to the public.

Location and Transportation:

Deauville Beach Resort
Collins Avenue & 67th Street
Miami Beach

The Deauville is 10 min North by car or taxi from the Miami Beach Convention Center. There is a taxi stand immediately outside the venue, average fare to Collins Park/Convention Center is \$15-\$20.

Free shuttles will run each day of the fair, Thursday, Friday, Saturday, and Sunday beginning at 10:30am. Shuttles will be running between the NADA Art Fair (67th/Collins) and the Convention Center (17th/Washington) as well as between the NADA Art Fair (67th/Collins) and the Wynwood/Mid-town area (The Rubell Collection).

There is convenient public transportation by bus, lines: L, G, H, K, S. Cost is \$2 one-way. Visitors/Guests can take the bus from Collins Park/22nd or 17th/Washington (Convention Center) and get off directly in front of the NADA Art Fair/Deauville Hotel (67th/Collins).

There are numerous public parking options: 64th Street at Collins Park Public Lot; 72nd Street at Collins Park Public Lot; 65th Street at Indian Creek Shane Rowing Center Lot; Metered Street Parking.

2009 Sponsors:

7 For All Mankind, Grolsch, Brown-Forman, Basix Vitamin Water, Intelligentsia, Cumulus Studios, Spectrum West

2009 Cultural Partners:

iCI (Independent Curators International), Corcoran Gallery of Art and College of Art + Design, Volunteer Lawyers for the Arts (VLA), Los Angeles Nomadic Division (LAND)

2009 Media Partners:

Tokion, Capricious, Dossier, Whitehot, Artillery, Abe's Penny, ArtPulse, ArtDistricts

New Art Dealers Alliance (NADA) – Founders of the NADA Art Fair in 2003, we are a non-profit arts organization devoted to giving support and encouragement to those who work with new contemporary and emerging art; facilitating strong, and meaningful relationships between our members; and enhancing the public's interaction with contemporary art. We believe in a spirit of friendly competition and the power of working collectively to gain access to resources, and to provide services to artists and the public that we could not as individuals.

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