

## Art Platform, a Californian contemporary taste

12/09/2011

What is Art Platform? Simply, a structure enabling the Californian contemporary art scene to speak out loud for itself, hosted in the location of the L.A. Mart. As of the rest of the city, an art explosion throughout places ranging from the main museums to the most alluring institutions and even in the streets... With a partnership of excellence...



Published on Monday, September 12th, 2011 Art Platform—Los Angeles, is the modern and contemporary art fair based in Los Angeles, that will inaugurate its first edition on Friday, September 30th for VIP and October 1–3 for the general public. It will introduce exceptional work by the region's most inventive artists and will put accent on Los Angeles as a location of historical and contemporary artistic and cultural creation.



Eve Alex Prager Eve 2008  
Chromogenic print 48 x 60  
inches Courtesy of M+B

For the opening edition, Art Platform—Los Angeles will offer an astonishing list of internationally renowned art professionals such as Susanne Vielmetter Los Angeles Projects, Andrew Kreps Gallery, Perry Rubenstein Gallery, Kavi Gupta, Patrick Painter Inc., James Barron Art, Seventeen Gallery, Nina Menocal Gallery, Max Wigram Gallery, Cardi Black Box, Yossi Milo Gallery, Gering & López Gallery, Corbett vs. Dempsey DCKT Contemporary to cite but a few. What's more,

Art Platform—Los Angeles, in observance with its main assignment aiming to reveal the abounding and assorted artistic scenery of Southern California, has decided to be a sponsor of the historic Pacific Standard Time: Art in L.A. 1945–1980.



California 5 Aaron Siskind  
California 5 1975 Gelatin  
silver print 11 x 14 inches  
Courtesy of Bruce  
Silverstein Gallery

The mentioned fair takes place at the L.A. Mart in Downtown Los Angeles and it will be one of the various thrilling art and cultural events occurring in the course of the aperture weekend of Pacific Standard Time, an alliance of more than sixty distinct cultural organizations across Southern California. They are all joining together in order to convey the account of the artistic progress of the Los Angeles art landscape throughout an extraordinary collection of synchronized programs and exhibitions.

On offer in the course of the fair are the Open Platform speaker series putting an accent on the region's most significant curators, collectors, scholars, museum directors and critics.



Blow Up: Untitled 4 Ori  
Gersht Blow Up: Untitled 4  
2007 Light jet print mounted  
on aluminum 96 x 72 inches  
Courtesy of Angles Gallery

Open Platform is going to be curated by Aandrea Stang, Senior Education Program Manager for The Museum of Contemporary Art, Los Angeles and will initiate a discourse concerning noteworthy questions in the city's artistic panorama. Also situated on the Concourse level of Art Platform—Los Angeles, the Artillery Lounge will be characterised by cutting-edge videos, a happy-hour bar and live performances.

Art Platform—Los Angeles has joined with West of Rome on Trespass: First a Parade, Then a Party, which should take place in downtown Los Angeles on October 2nd and 3rd. On Sunday, October 2nd the boulevards of downtown Los Angeles will blow up in a spectacle of local residents and artists, together with music, performance and dancing. Trespass, a combined assignment between Arto Lindsay, Rirkrit Tiravanija, and West of Rome Public Art will start at Art Platform—Los Angeles at 11am on October 2nd and finish at MOCA, The Museum of Contemporary Art, Los Angeles.

curated by exhibart

Art Platform - Los Angeles inaugurates on October 1st, 2011 in tandem with Pacific Standard Time Art Platform - Los Angeles Professional Preview: Friday, September 30th, 2011 General Admission: Saturday, October 1st - Monday, October 3rd, 2011 Location: L. A. Mart 1933 S. Broadway Los Angeles CA 90007

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