

# SUPERFINE!

## THE FAIREST ART FAIR PREPARES FOR MAY IN NYC, GROWS INTO NEW MARKETS

More a haven for emerging contemporary art than a typical art fair, Superfine! is a sophisticated yet approachable means for **real people** to discover **real, meaningful** art, and to connect directly with artists and their representatives. Superfine! Founders Alex Mitow and James Miille devised a tried and tested non-traditional formula to build a better and more inclusive art market. Each fair is a unique cultural experience designed to **inspire and inform** while also providing a fun atmosphere where everyone's inner collector can shine. The fair enters 2018 with a bang as it prepares for its **second New York edition** this May in the Meatpacking District while simultaneously launching a new fair in **Washington DC's Union Market**, opening on Halloween.

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### NYC

From **May 2-6**, Superfine! NYC will reprise its High-Line-adjacent 2017 location at **459 West 14th Street**. Featuring a full daily and nightly program including a **Dim Sum Collectors' Dinner** and a **Girls' Night Out (For Art!)** benefitting local female-driven arts organizations, the fair will present a full roster of **75** global exhibitors including progressive galleries, curators, and independent artists. Highlights from the fair's gallery program include Toronto-based **reference: contemporary**, presenting works by minimalist Kal Mansur and others, and returning Pittsburgh gallery **Box Heart Gallery**, showing the paper-folding works of artist Andrew Ooi and three other artists. A local Chelsea flair also pervades May's show, with feminist non-profit **Ceres Gallery** and artist-owned gallery **Viridian Artists** both presenting unique multi-artist booths. Two Jersey City-based galleries will also join the action this year. **Deep Space Gallery** and **Clara Arts** both share the bold creativity and fearlessness exemplified by this up-and-coming art enclave just over the river from Manhattan. In total, **fourteen** gallery programs and **fifty-nine** solo artists from New York and around the globe will present at Superfine! NYC, with a complete exhibitor list available on March 15th.

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### DC

Superfine! DC will take place from October 31st to November 4th at the 13,000+ square foot **Dock 5 at Union Market** venue, a center of art and sophistication in DC's urban core. Applications for **Superfine! DC's** four exhibition platforms (**Emerge, Elevate, Explore, and Establish**) and **Foto Kaip-Sool** special project are available as of January 15th to galleries, artists, and curators. In total, the fair will host **85** exhibitors for both Superfine! and DC's largest art fair to date. According to fair director Alex Mitow, *"We feel strongly that DC represents an exciting and untapped market for us and our exhibitors, and we look forward to bringing our inviting, accessible model to the nation's capital and its eager collectors this fall."* Beyond the Foto Kaip-Sool project which comprises 11 curators dealing with global issues including the alternative facts and foibles of the Trump era via photographic media, the fair will also present daily programming tailored to DC including a film festival, politically-minded panel discussions, and craft beer tastings.

## AND BEYOND.

Following DC, Superfine! will move its ever-popular **Miami fair** from December to **February 2019**, coinciding with the Miami International Boat Show. The move is designed to cut through the noise of Miami Art Week and provide easier access for the core clientele of Miami-based art collectors and aficionados to the fair, recently ranked as [Miami's favorite](#). *"Despite an overwhelmingly positive response from the community over the past three years, it's become increasingly difficult to give our exhibitors the value they deserve and really create engagement during Miami Art Week. We feel that moving the fair to a different time, still in Miami's high season, will allow our model, program, and exhibitors to shine even brighter than ever before"* notes fair director Alex Mitow. Also in 2019, Superfine! will launch its first West Coast show in **Los Angeles' DTLA** arts district in the spring, along with a **second New York fair** set to take place in fall 2019 in **Brooklyn**.

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[CLICK HERE FOR MORE INFORMATION ON SUPERFINE! NYC.](#)

[CLICK HERE FOR MORE INFORMATION ON SUPERFINE! DC.](#)

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## PRESS INFO SHEET

### RECAP VIDEOS OF PREVIOUS FAIRS

[Superfine! Miami December 2017 Recap Video](#)

[Superfine! NYC May 2017 Recap Video](#)

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### SUPERFINE! IN THE PRESS (SELECTED ARTICLES)

[Hi-Fructose Magazine](#) - "subverts the typical fair, opting for a hyper-curated environment"

[Cool Hunting](#) - "One of the most exciting art fairs in Miami, LA, DC and NYC, Superfine! features independent artists and galleries...replaces pretense with vibrance."

[Art Report](#) - "Their success is proof of their prowess and the validation that the stuffy rules of the art world need to be reevaluated, mainly by listening to what people want."

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### ADDITIONAL LINKS + HASHTAGS

Press Registration: [www.superfine.world/media](http://www.superfine.world/media)

Superfine! NYC 2018 Applications: [www.superfine.world/exhibit](http://www.superfine.world/exhibit)

Join Collectors' Society: [www.superfine.world/collect](http://www.superfine.world/collect)

Buy Tickets: [superfinenyc.eventbrite.com](http://superfinenyc.eventbrite.com)

#SuperfineWorld

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