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New York City

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Art New York 2020: New venue, New vision

The owners of Art New York (ANY) are pleased to announce the premiere of the newly reimagined Art New York fair opening on May 7 and continuing through May 10, 2020 at Pier 36 in Manhattan.

In keeping with the emerging consensus that more focused art fairs work better for galleries and collectors, this year bring ANY back to its 2015 roots. Featuring just 60 exhibitors, the emphasis will be on tightly curated presentations of both historic artists and the best in contemporary art. For the first time, ANY will also present a special section dedicated to discovery, where select galleries and invited curators will showcase a single artist, emerging, mid-career or historic, all aimed at discovery and rediscovery of artists deserving of more attention.

The move to a new more intimate venue on the Lower East Side allows for easier transportation between ANY and Frieze, as well as the many other art venues connected to the fair. The smaller more manageable space encourages a higher level of connoisseurship and more interactive relationships between dealers, collectors and curators. Co-owner Mike Tansey states “We recognize that the galleries are our clients, and we plan to foster and support their participation by attracting collectors and institutions, and by creating an environment that recognizes their role in upholding the art market.” Brian Tyler adds “We have learned a lot from our involvement in important contemporary fairs over the past 10 years, and we bring that experience and relationship-building to what we see as a completely new venture.”

Tyler continues “We also recognize the importance of a targeted and cohesive marketing strategy that reaches collectors and institutions as well as art enthusiasts and those looking to learn more about contemporary art.” With the goal of enhancing the audience base, ANY management is positioning the fair to appeal to serious collectors at all levels and is initiating an advisory committee to assist in both gallery selection and program development.

After listening to galleries that have participated in Art New York in the past, ANY began to make changes designed to heighten the experience for all concerned—beginning with creating a smaller high-quality fair in a more appealing venue. Our plan is to continue on that trajectory so that collectors, museums, the press, the public and our exhibitors have the best possible fair experience.

Our website www.artnycfair.com will be regularly updated with news and events.