

DALLAS ART FAIR - 2010 EVENT



WHAT

Over 40 prominent national art dealers from across the United States will exhibit paintings, sculpture, drawings, prints and photographs by modern and contemporary artists at the second annual Dallas Art Fair. Located at the Fashion Industry Gallery, adjacent to the Dallas Museum of Art in the revitalized downtown Dallas Arts District, over 5,500 guests attended the inaugural Dallas Art Fair in February 2009.

WHEN

Dallas Art Fair Gala Preview: the evening of Thursday, February 4, 2010 (invitation only)
Dallas Art Fair: daily from Friday, February 5 through Sunday, February 7, 2010

WHERE

The Dallas Art Fair is located inside FIG (fashion industry gallery) at:
1807 Ross Avenue, Dallas, TX 75201
www.dallasartfair.com

CHARITY

INVOLVEMENT

Dallas Art Fair is dedicating a portion of gala ticket sales to our Arts District neighbors, the Booker T. Washington High School for the Visual and Performing Arts.

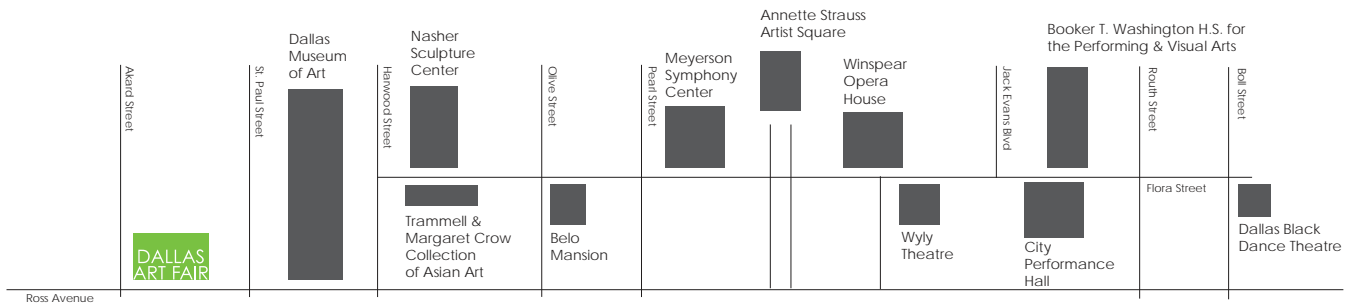
EVENTS

The Dallas Art Fair will once again host various the events surrounding the fair which include private docent tours as well as symposiums featuring panel discussions with local and international collectors, art professionals and museum curators.



DALLAS ART FAIR - DALLAS ARTS DISTRICT

The FIG special event space comprises approximately 20,000 square feet of sleek contemporary loft space within a mid-century modern building in the heart of Downtown Dallas. With exposed brick walls, polished concrete floors and natural and directional lighting, and additional spaces including a promenade adjacent to a private park, a spacious lobby and intimate lounge, the space is a blank slate that can be transformed into the optimal backdrop for the Dallas Art Fair.



DALLAS ART FAIR - 2010 EXHIBITORS



Celebrating modern and contemporary art, the 2010 Dallas Art Fair will showcase paintings, sculpture, drawings, prints and photographs from post war artists represented by more than 40 prominent art dealers. Galleries that will be joining the 2010 Dallas Art Fair for the first time include Babcock Galleries, New York; D'Amelio Terras, New York; Hedge, San Francisco; Modern Art, London; and Timothy Taylor Gallery, London.

Among the returning galleries are Anthony Meier Fine Arts, San Francisco; Dunn and Brown Contemporary, Dallas; Edlin Gallery, New York; James Kelly Contemporary, Santa Fe; Jason McCoy, Inc., New York; John Berggruen Gallery, San Francisco; Lora Reynolds Gallery, Austin; and Mary-Anne Martin/Fine Art. For a complete list of participating galleries visit www.dallasartfair.com.

"The positive response the galleries had to participating in and being part of the first Dallas Art Fair was underlined by their cultivation of new patrons," said Chris Byrne, co-founder of the Dallas Art Fair and noted art dealer. "Testimony to the success is the great number of returning galleries along with spectacular new additions. Dallas is a vibrant cultural center and important galleries want to be a part of the burgeoning art community here."

Along with co-founder and Brook Partners CEO John Sughrue, Byrne envisioned giving those attending the 2009 fair an experience usually found at Art Basel Miami or London's Frieze Art Fair. Over 5,000 people attended the inaugural event.

"I was delighted that the community embraced the Dallas Art Fair as much as they did. It was a defining moment in the Dallas art scene and we are confident that the 2010 event will be an even greater success. The Dallas Arts District has become an international cultural destination due to the excitement and support Dallas has given us and cultural centers such as the Dallas Museum of Art, the Nasher Sculpture Center and the AT&T Performing Arts Center," said John Sughrue.

