

CONTEXT

art miami

PRESS RELEASE

CONTEXT ART FAIR CONTINUES TO GROW AND RELOCATES PAVILION ONE BLOCK NORTH OF ART MIAMI IN MIDTOWN MIAMI FOR ART WEEK 2016

City of Miami's Leading Fair for Emerging, Mid-Career, Cutting-Edge Artist Expands To 100 galleries

September 8, 2016 (Miami) - Today, Art Miami announced that the 2016 and fifth edition of CONTEXT Art Miami is expanding and will move to the green space one block North of its sister fair Art Miami, located on 36th Street (between NE 1st Avenue and Buena Vista Blvd) in Midtown. The Fair Will open with a VIP Preview to benefit the PAMM at 5:30PM on Tuesday November 29th and is open to the public through Sunday December 4th.

Since the launch of CONTEXT in 2012, the fair has continued to grow and develop its own unique identity. As a result of this expansion, it was the right time to move to a larger, more convenient location only 400 ft. from its original site. This larger facility will allow for a more flexible design for the 100+ galleries exhibiting this year as well as provide special collector and guest amenities and a more cohesive curated ambience for all exhibitors along with special exhibition programs for organizations like The Gallery Association of Korea who will participate in this year's fair. The relocation will allow for additional CONTEXT specific project space that will continue to strengthen the unique identity of the fair. These special projects include:

SOUND POSITIONS

Sound Positions creates immersive and intimate situations for listening to work by an international selection of emerging and established sound artists. The exhibition will feature 12 listening stations, each dedicated to the work of one artist.

CONTEXT PROJECTS

This year CONTEXT PROJECTS will feature artists working with new technologies. From avant-garde wearables to interactive art and new media art, the exhibition will explore the relationship between the audience, technology, performance and art.

SCULPTURE GARDEN

Sculpture Garden a curatorial program of site-specific artist's presentation. The exhibition will feature experimental and innovative developments in contemporary sculpture.

Moving forward Art Miami will continue to work with the Midtown development team to enhance the neighborhood as a destination for world-class art events in the years to come. "Over the years we have worked closely with Midtown Opportunities to enhance both the

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exhibitor and collector experience" said Nick Korniloff, Executive Vice President, Art Miami. "We look forward to continuing to work with Art Miami and CONTEXT as the neighborhood evolves," said Alex Vadia, Principal of Midtown Opportunities.

About CONTEXT Art Miami:

CONTEXT Art Miami is the sister fair to Art Miami dedicated to the development and reinforcement of emerging and mid-career artists. Launched in 2012, CONTEXT Art Miami's open atmosphere creates a meaningful dialogue between artists, galleries and collectors while providing the ultimate platform for the presentation of emergent, mid-career, and cutting-edge talent by emerging and established galleries.

100 international galleries, exhibit highlights from their gallery programs, solo artist exhibitions and curated projects. The combined efforts of CONTEXT Art Miami and Art Miami provide a unique and alternative opportunity for leading primary dealers and their artists to be marketed and promoted internationally during the most important week for contemporary art in America.

The combined exhibition space of CONTEXT Art Miami, Art Miami and Aqua Art Miami will increase the overall roster of galleries to 272 participants. Convenient parking is available for both fairs through the use of a four-story parking garage with 2,000 spots, located directly across the street from the CONTEXT Art Miami and Art Miami Pavilions. A network of complimentary shuttle buses will run round-trip service between Art Miami, CONTEXT Art Miami, Aqua Art Miami and Art Basel Miami Beach.