

Los Angeles Art Association

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Los Angeles Art Association

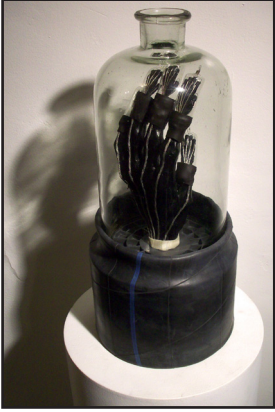
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FOR IMMEDIATE RELEASE: October 29-31, 2010 - Los Angeles Art Association (LAAA) is proud to exhibit at contemporary art ruhr (C.A.R.) – the innovative art fair at the European Capital of Culture RUHR.2010. LAAA has been invited to feature the best in emerging Southern California artists at this prestigious international art fair in Essen, Germany.

As part of the European Capital of Culture RUHR.2010, the contemporary art ruhr (C.A.R.) art fair will present a unique mix of avant-garde and established artists from Germany, France, the Netherlands, Austria, Hungary and the USA. From October 29-31, LAAA will join 57 galleries for contemporary art, several special exhibitions, academies, art associations and select artists will transform the World Cultural Heritage Site Zollverein in Essen into a pulsating hub of contemporary art.

James Thegerstrom

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Siri Kaur

C.A.R. is proud to be initiating this cooperation with the Los Angeles Art Association (LAAA). Founded in 1925, the LAAA has launched such famous artists as Lorser Feitelson, Helen Lundeberg and Man Ray. Along with nearly 300 members, the LAAA continues to be a centre of avant-garde art and a hub for blending diverse creative approaches. The LAAA's Board has chosen artists representing different genres such as photography, object art, painting and video installations to show their works at C.A.R. for the first time ever this October. These include photographic works by Siri Kaur and video installations by Zig Gron, an independent filmmaker from Los Angeles who has contributed to over 50 soundtracks for films that include the Matrix trilogy, The Bourne Conspiracy and many others. LAAA Executive Director Peter Mays is eager to bring LAAA's robust artist pool and mission to C.A.R. "Los Angeles and Germany are two crucial incubators of contemporary art that deserve this opportunity to dialog and comeingle." In the spring of 2011, C.A.R. will in turn present itself at the LAAA's Gallery 825 in Los Angeles. C.A.R. will hold its first-ever event in the USA on December 2 of this year in conjunction with the Miami Art Fairs.

The art fair wants to establish a strong regional art market for the Ruhr and its more than 5.3 million residents. "Ever since its founding, C.A.R. has consistently re-invented itself, with new partners and participants joining every year. With this autumn's fair and new partners including the Los Angeles Art Association as well as new participants from other European countries we are plotting the course to make the fair more international" says C.A.R. organizers Silvia Sonnenschmidt and Thomas Volkmann of galerie/agentur 162.

International and local galleries as well as select artists will showcase their works on 5,000 square metres of exhibition space in the breathtaking spaces offered by the World Cultural Heritage Site Zollverein. Formerly the world's largest coal mine, Zollverein is also known as "the most beautiful coal mine." Designed in New Sobriety style, it is regarded as one of the most impressive monuments of the industrial age and is now a centre of the Ruhr metropolis's creative industry. For the third time C.A.R. participants will showcase contemporary art in halls A 5, A 6 and A 12 as well as on two levels of the award-winning SANAA building. The futuristic cube was designed by the SANAA Japanese architectural firm (Kazuyo Sejima and Ryue Nishizawa), the 2010 Pritzker Prize winners.



SANAA building

When : October 29-31, 2010

Admission : EUR 8/ EUR 6 reduced

Where : World Cultural Heritage Site Zollverein XII; Areal A, buildings A6, A5, A12, SANAA building; A35, Erich Brost-Pavillon/ coal washing plant/A14, level 38; and site exterior at Gelsenkirchener Strasse 181 & 209, 45309 Essen, Germany.

For more information call **310.652.8272** or e-mail gallery825@laaa.org

About: Los Angeles Art Association (LAAA) is a 501(c)(3) nonprofit organization whose mission is to provide opportunities, resources, services and exhibition venues for emerging Los Angeles artists of all media. LAAA began as a civic art institution in the 1920s, connecting elite art interests to Hollywood collectors, emerging after World War II as the center of Los Angeles modernism and finally becoming the city's nexus for emerging artists of all media. LAAA serves as a dynamic force for contemporary ideas, outreach, and community. Gallery 825 and Los Angeles Art Association are located in the heart of La Cienega Boulevard's Restaurant Row at 825 North La Cienega Bl., Los Angeles, CA 90069. Gallery hours are 10am - 5pm, Tuesday - Saturday or by appointment. Please call 310.652.8272 or visit www.laaa.org.