



## The 2009 IFPDA Print Fair

*"Splendidly varied, elegantly casual and cheerfully affordable."*  
- Benjamin Genocchio, *The New York Times*, 11/6/09

The International Fine Print Dealers Association (IFPDA) presented the **2009 Print Fair** at the Park Avenue Armory in New York City from November 5 - 8th. The Fair opened on Wednesday, November 4th with an exuberant Preview Party that drew over 2,000 generated a lively sense of excitement about the works on view and among the artists, collectors, curators, and dealers present. Several attendees pronounced it the *"best party the Print Fair had done"* and **Printeresting.org** dubbed it *"The Star-Studded (and Diamond-Dusted) IFPDA Preview."*

Dealers brought prime works to offer and were rewarded with good sales and a drumbeat of follow-up contact from collectors that continued through the week after the Fair with sales of works priced from under \$500 to \$2 million. Exhibitors described attendees as *"focused," "knowledgeable,"* and from a *"refreshingly broad range of ages."*

Preview guests enjoyed a first look at the unique wallpaper created by artist and designer **Madeline Weinrib** for the Fair's entrance and café as well as elegant 20th century furniture provided by modernist gallery **Sebastian + Barquet** which included a classic "hand" table by Pedro Friedeberg. They were treated to sauvignon blanc donated by Napa Valley's **Kelham Vineyards** and **illy caffe's** new *illy issimo*, a chilled espresso drink. Adding to the merriment was a Treasure Hunt which launched on Preview Night and continued through the weekend.



Several new initiatives contributed to the overwhelmingly positive response to the Fair which reported overall attendance up 35% over 2008. The Fair's **Treasure Hunt** invited newcomers and seasoned Fair-goers to search exhibitors' booths marked with the Hunt's pink elephant logo for prints which answered clues and riddles. Players remarked that they "saw prints they never would have looked at before" and "stayed longer, visiting more booths than they have in the past." Players who correctly answered all ten clues were entered into a drawing for prizes generously donated by the Treasure Hunt's sponsors who also contributed items for the gift bags distributed on Opening Night. Sponsors included: **ARTBOOK, Bark Frameworks, Blaue Gans and KG-NY Restaurant Group, Daniel Boulud & Bar Boulud, Equinox Fitness Clubs, Mauboussin, Elisa Monte Dance, The Morgan Library & Museum, Neue Galerie NY, New Museum, Nobu Fifty Seven, Parkett, SD26, MoMA, The Whitney Museum of American Art, and Tracy Stern SalonTEA.**

### Paper/Ink Committee (PIC)

The Treasure Hunt was the first event for this new group comprised of young dealers, art advisors, collectors, museum curators, and artists. The PIC aims to work in conjunction with members of the IFPDA to contribute new ideas and strategies to introduce a new audience to prints.



## 2009 In-Kind Sponsors

### MADELINE WEINRIB



Artist and designer, Madeline Weinrib provided the concept and design for the entrance, Collector's Lounge, and Café. Her bespoke wallpaper created especially for the Fair complemented her rich repertoire of signature textiles and carpets and reflected her interest in reinterpreting traditional forms and motifs. With its emphasis on lush color and opulent pattern, her work draws on a myriad of influences and sources gleaned from her travels. By parsing scale, color and other formal elements, Weinrib reframes tradition, presenting it through a singular and contemporary lens that is patently her own.



### SEBASTIAN + BARQUET



Sebastian + Barquet provided furniture to compliment Weinrib's design. International in scope, with two locations in New York's Chelsea gallery district, Sebastian + Barquet is dedicated to presenting well-curated, museum-quality exhibitions that celebrate the works of established masters such as Buckminster Fuller, Donald Judd, George Nakashima, Gio Ponti, Jean Prouvé and Vladimir Kagan, while simultaneously showcasing the work of lesser-known designers.

## SEBASTIAN + BARQUET

### KELHAM VINEYARDS



Kelham Vineyards generously provided Sauvignon Blanc from their prized estate in Oakville for the Opening Night Preview Party. Rich and ripe, dominated with perfume of citrus and green apple, this wine has a balance of spice characters that marry the complex fruit flavors from the famed dry-farmed vineyard.



### ILLYCAFFÉ



While the focus of illy has always been to produce an excellent product, the company goes far beyond its role in the coffee world to take the lead in culture, sustainability and the arts. They have provided "illy issimo," from their new line of chilled espresso drinks.

