

REPORT on the 20th Annual IFPDA PRINT FAIR

“...a wonderful chance to glimpse historic print-making achievements, like those of Dürer, Rembrandt, Goya, Whistler and Picasso and also to be exposed to the volatile present”
 -- **Roberta Smith**, *New York Times*, 11/5/2010 [[read the review](#)]

On November 3rd, the International Fine Print Dealers Association marked the 20th anniversary of its annual Print Fair with a dazzling VIP Preview Reception sponsored by City National Bank for 700 guests. This year's new VIP event launched the Fair's Opening Night Preview and offered guests docent tours of the Fair led by art consultants Janice Oresman and Sarah Kirk Hanley. In all, about 2500 attendees enjoyed an exclusive first look at new editions, rare and important works, and the unique wallpaper created by artist and designer **Madeline Weinrib** and provided by **Studio Printworks** for the Fair's entrance and café which was complimented by modernist furniture provided by **Sebastian + Barquet**.



Dealers were pleased to report solid sales and follow-up which continued in the weeks following the Fair. Many exhibitors remarked on the number of sales made to new clients including the seven-figure sale of one of the Fair's masterworks, a rare **Edvard Munch** print. Roberta Smith, in her review of the Fair for *The New York Times*, praised its “cornucopia of medium-specific visual culture” and commented on the opportunity to “glimpse historic print-making achievements... and also to be exposed to the volatile present.” Also worthy of mention in her review were works by Mel Bochner, Claude Lorrain, Hendrick Goltzius, Robert Motherwell, Mickalene Thomas, Max Pechstein, Otto Dix, Cyril Edward Power, Thomas Hart Benton, John Steuart Curry, George Bellows, Julian Opie and new projects by John Baldessari, Lesley Dill, Kerry James Marshall, Rachel Whiteread, and Christopher Wool.



The Fair's **Treasure Hunt** returned this year as a game and raffle to benefit The Breast Cancer Research Foundation®. Players purchased clue cards which led them on an exploration of period and style among the Fair's international roster of dealers. By correctly answering the clues, they entered the drawing for prizes generously donated by the event's sponsors: **Bark Frameworks**, **Butterfield Market**, **Daniel Boulud & Bar Boulud**, **Equinox Fitness Clubs**, **The Estee Lauder Companies, Inc.**, **The Four Seasons Hotel & Resort**, **Gerlach Frames**, **Hudson Hills Press**, **Metropolitan Opera**, **Michael's**, **The Morgan Library & Museum**, **Neue Galerie NY**, **New Museum**, **Nobu Fifty Seven**, **Parkett**, **MoMA**, **Ramey Wine**, **Roundabout Theatre**, **Sanford L. Smith**, and **The Whitney Museum of American Art**. The Treasure Hunt was an important highlight of the

Fair's Benefit Evening for **The Breast Cancer Research Foundation** on Friday, November 5. Refreshments for the evening featured pink and white macarons made by acclaimed New York pastry chef, **Matthew Lodes** of Wallse, of Kurt Guttenbrunner's Restaurant Group as well as complimentary **Mike's Hard Pink Lemonade**. The fundraising potential of the evening was greatly enhanced by the Fair's exhibiting dealers who each designated one or more artworks in their booths as a “pink ribbon work” for which they pledged to donate 5% of the sale proceeds to the Foundation. Benefit attendees also had the privilege of a curator-led tour of the Fair with Anne Goodyear, Assistant Curator of Prints and Drawings, National Portrait Gallery, Washington, DC.



The weekend brought forth a lively schedule of programming geared to enhance one's knowledge as a collector. On Saturday morning, Joseph Goddu moderated *Sylvan Cole – Dealer As Mentor*, a panel discussion on the role art dealers play in building public and private collections and nurturing connoisseurship. Panelists included Ruth E. Fine (Curator of Special Projects in Modern Art at the National Gallery of Art), Andrew C. Rose (collector), art dealer Mary Ryan, and Domenic Iacono (Director of Syracuse University Art Galleries). The afternoon program, *A Framework for Caring for your Collection*, was sponsored by DeWitt Stern: Insurance and Risk Advisory. DeWitt Stern vice president Mary Pontillo moderated this discussion with conservators Elizabeth Coombs and Rachel A. Mustalish, framers Russ Gerlach and Jed Bark, and noted collector, Charles Hack.

Together with the International Print Center New York (IPCNY), the Print Fair offered several opportunities to tour the Fair with expert guides. Curators Andrew Stevens of the Chazen Art Museum and Stephen Goddard from the Spencer Museum of Art led tours through the Fair on Saturday and Sunday which drew an enthusiastic following of collectors. Artists Andrew Raftery and Lothar Osterburg each led tours that emphasized their own unique perspectives. And, during the Fair's weekend hours, the new children's Scavenger Hunt drew raves from collectors with young children. Parents were thrilled they could spend more time at the Fair while their children explored the works on view seeking all the animals on their list.



Many top-tier curators and museum directors attending the Fair were accompanied by their institution's important donors, supporters, and board members. This year's Print Fair welcomed nearly 50 different museum groups along with independent visits from patrons aligned with important museums throughout the United States. These included: 85 Broads, Achenbach Graphic Arts Council, Aldrich Museum of Contemporary Art, American Historical Print Collectors Society, ARTLOG's exclusive Collector Program, Art Institute of Chicago, the University of Pennsylvania's Arthur Ross Gallery, Association of Professional Art Advisors (APAA), Baltimore Museum of Art, Brooklyn Museum of Art, Center For Contemporary Printmaking, Cleveland Print Club, Cooper-Hewitt National Design Museum,

Connecticut Historical Society Museum, Fairfield University, Fogg Art Museum, Grolier Club, Guggenheim Museum, Harvard Art Museum, Heckscher Museum, Herbert F. Johnson Museum of Art, Hill-Stead Museum, Hunterdon Museum of Art, IPCNY Advisory Committee, The Japan Society, LaSalle University Art Museum, Library of Congress, Lyman Allyn Art Museum, MFA Boston, MoMA Print Associates, MoMA Print Council, Montclair Art Museum, National Gallery of Art, New Museum, New York Public Library - Print Group, New York Print Club, Smith College Museum of Art, University of Iowa Museum of Art, Whitney Contemporaries, Whitney Museum Members, Whitney Museum Print Acquisitions Committee, and Whitney Museum Social Series Members.

The Fair was especially thankful to its sponsors and media partners who all contributed to its success. The Fair was proud to welcome City National Bank and its clients as its sponsor of its new VIP Preview Event.

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