



ART CHICAGO 2010 FACT SHEET

What:

Art Chicago 2010, the international fair of contemporary and modern art, will bring together the world's leading emerging and established galleries. Art Chicago offers curators, collectors, artists, and art enthusiasts a comprehensive survey of current and historic work - from cutting-edge to modern masters in a wide variety of media including: painting, photography, drawings, prints, sculpture, video and special installations.

Art Chicago 2010 will be the centerpiece of Artropolis - a world-class, citywide celebration of arts, antiques and culture.

Where:

The Merchandise Mart, 12th Floor and Main Lobby

When:

April 30 - May 3, 2010

Fri. & Sat: 11am - 7pm; Sun: 11am - 6pm & Mon: 11am - 4pm

Preview:

Art Chicago Opening Night - Thursday, April 29, 2009

Noon - 3 pm: First Focus, benefiting the Museum of Contemporary Art

3 - 6 pm: Art Chicago Professional Preview

6 - 9 pm: Art Chicago, partially benefiting the Museum of Contemporary Art

Who:

150 leading galleries and dealers from around the world.

Tickets:

Tickets are \$20 for a one day pass or \$25 for a multi-day pass. Seniors, Students or Groups are \$15 for a multi-day pass. Children 12 and under are free. Tickets also provide admission to NEXT and The Merchandise Mart Antiques Fair.

Programming Highlights:

- **First Focus**, a private Preview done in conjunction with and benefiting the Museum of Contemporary Art, followed by our Professional and Opening Previews on April 29.
- This year, our cutting-edge speaker programs, **Art Chicago Speaks** and **Converge Chicago: Contemporary Curators Forum**, feature an international roster of artists, writers, curators and critics discussing current trends and provocative issues confronting the contemporary art market. Detailed programs can be found at www.artchicago.com.
- **Perspective Texas**, our special programming focus on the Lone Star State, will host top Texas collectors and curators from The Dallas Art Museum, Rachofsky House, Arthouse, Artspace, Contemporary Arts Museum Houston, The Blanton Museum and more.
- In addition, the fair features onsite exhibitions including **New Insight**, an annual exhibition of rising MFA students from the country's most influential art programs, curated by Susanne Ghez of The Renaissance Society; **Partisan**, a display of works that critically explore social and political ideas; and **Survey America**, a floor-wide exhibit that highlights extraordinary works by artists living and working in the United States.
- Collectors programs include a **Docent Program**, which debuted successfully in 2009 to museum, corporate and school groups, led by art professionals and consultants to help patrons and collectors navigate the fair and provide assistance with questions about works of art.

Contact:

Galleries interested in learning more should contact Tony Karman, Vice President | Director - Art Chicago at 312.527.6354, tkarman@artchicago.com.

Marketing & Promotion:

An extensive, multimedia marketing campaign will include advertising and editorial coverage in dozens of leading art and consumer publications; 10+ e-

blasts reaching a list of 200,000 art enthusiasts; direct mail to thousands of collectors; V.I.P. invitations; press releases and publicity opportunities to generate interest, participation and attendance; co-promotions with multiple arts and cultural partners to reach patrons, donors and members.

Marketing Contact:

Prospective sponsorship and promotional and community partners can receive more information about marketing plans by contacting Emilia Pappas, Manager, VIP & Exhibitor Relations at 312.527.0323, epappas@artchicago.com.

Media Contact:

Rachel Furnari, 312.527.7792 or rfurnari@mmart.com

Website: www.artchicago.com

Art Chicago and NEXT gratefully acknowledge their 2010 sponsors and partners:

Acura, The Museum of Contemporary Art - Chicago, Newcity, Classic Color, Hotel Palomar and the Chicago Conservation Center. New this year, Acura will premiere the ZDX, the 4-door coupe concept from Acura's Design Studio.

Travel Partners: Hotel Palomar, Dana Hotel and Spa, James Hotel, Seneca Hotel and Province Restaurant

Art Chicago is part of the MMPI family of art fairs that includes The Armory Show, Art Toronto, NEXT, VOLTA, and VOLTA NY.